

# LIFE

IN COLOR: THE POPE'S FUNERAL

THE MOON SHOOT: WHY A 'FAILURE'  
IS ACTUALLY A GREAT SUCCESS



COLLEGE OF CARDINALS  
IN ST. PETER'S

OCTOBER 27, 1958

25 CENTS



"2-4-6-8...WHAT DO WE APPRECIATE?" FOOD AND THIS

fresh, clean taste!



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Those cheers you hear *after* the game are for something-to-eat and 7-Up! The fans say that when you have 7-Up, the hamburgers taste meatier, the hot dogs taste zestier, and French fries taste more like French fries than ever. (What they mean is that 7-Up between bites wakes up your taste buds so you can taste *all* the good food flavors.) See for yourself what the shouting's about! **YOU LIKE IT...IT LIKES YOU**



# Now, Bufferin® will give you.... **TWICE AS FAST PAIN RELIEF OR TWICE YOUR MONEY BACK!**

*Clinical tests prove that for pain of headaches, neuralgia, cold miseries and muscular aches . . . Bufferin gives you . . .*

**FAST RELIEF!** Bufferin acts twice as fast as aspirin for millions of people, *even faster* for many others. For Bufferin contains Di-Alminate\*, an exclusive combination of anti-acids. Added to the world's finest aspirin, these anti-acids literally rush the pain reliever into the *blood stream where it must go to relieve pain.*

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*And—Bufferin won't upset your stomach as aspirin often does!*

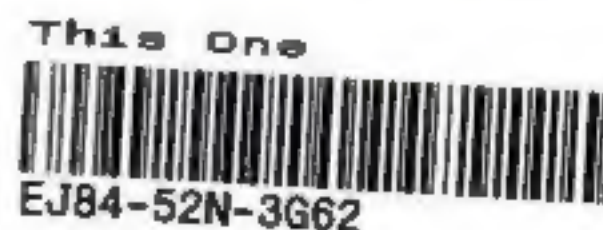
## **YES—TWICE AS FAST OR TWICE YOUR MONEY BACK**

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\*Bristol-Myers' brand of aluminum glycinate and magnesium carbonate

Another fine product of Bristol-Myers.



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## JOURNALISTIC GLORIES OF NEWS IN COLOR



POPE PIUS XII LYING IN SOLEMN STATE

Almost at the same moment in history the world saw the end of a great man and the beginning of a great exploration. To people on the spot—in St. Peter's or at Cape Canaveral—the colors in the scenes they witnessed were inseparable from the drama and significance. At the Pope's funeral (pp. 28-35) the colorful settings and robes emblazoned the continuing glory of the Church. At the launching of the moon rocket (pp. 120-134) the surgical green worn by engineers and the cold glistening body of the space vehicle bespoke the spirit of science reaching out into the unknown.



CAFE BY RENOIR

When historians or artists chronicle events they invoke color to make their recreations vivid. But in journalism the technique of color engraving is only just coming into its own and LIFE has been a leader in extending it. Except on a few pages it is still impossible to reproduce color anywhere near as quickly as black and white. Thus, a timeless subject like "Happiness" (pp. 86-95) was sent to press two months ago. But the Pope's funeral and the moon shoot, which have just happened, are recorded here in full color—almost as fast as if they were in black and white.

To do this, photographs were sped from Rome and Florida and were engraved and printed by modern techniques, developed for the most part by LIFE and its printers. As a result, here are historical events, fresh from the presses and fresh from their occurrence.

When other news stories need color we try to print them on a fast schedule. The memory of a great American is captured in the pink marble of a newly completed monument to Robert Taft in Washington (pp. 59, 60). And for another news story, the colors of cafes and circuses are shown in canvases which added to a festive reopening for the Museum of Modern Art (pp. 97-100).

LIFE's color is often, of course, the result of much meticulous preparation—as was Nina Leen's poetic interpretation of happiness. Next week we have another prize product of long, carefully planned work. Part III of our series on Darwin's world of nature portrays in 13 pages of polychrome photographs and paintings the riotous iridescence of the tropical insect world.



HAPPY EMBRACE

### COVER

In apse of St. Peter's Basilica in Rome burial service is said for Pius XII by prelate in gold-embroidered vestment (center). Pope's body lies on litter before seated row of purple-robed cardinals. Behind cardinals is Cattedra Petri altar. Over altar is St. Peter's Chair and The Glory, a window framed in Bernini sculpture. Pillar in foreground is one of four designed by Bernini to support canopy over high altar (see pp. 28-35)

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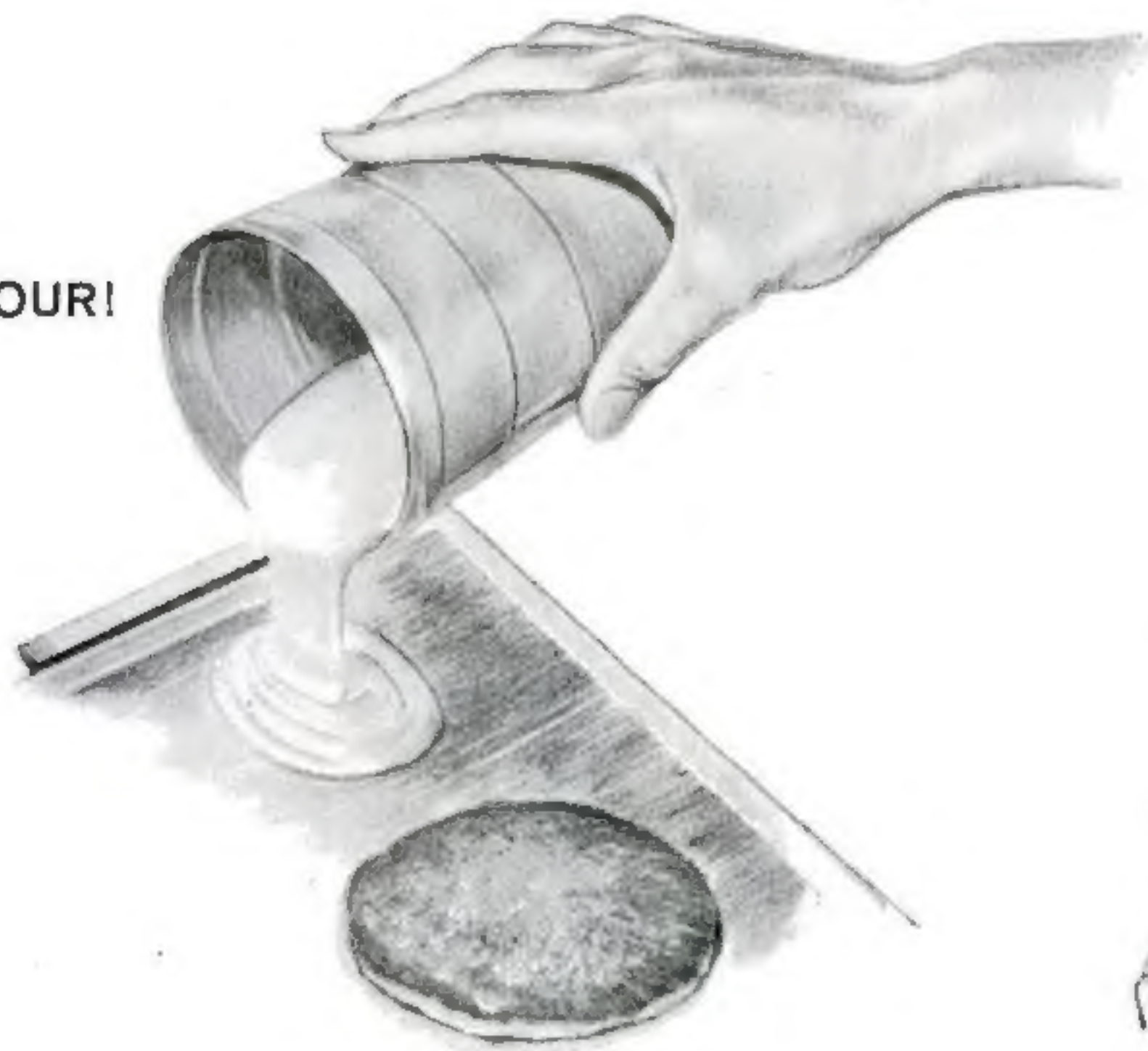
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2. SHAKE!



3. POUR!



4. EAT!





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your hair!



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first shampoo with Royal Jelly of the Queen Bee!

Just look what DuBarry has done for you *now*! They've blended the astonishing beauty benefits of Royal Jelly into a remarkable new shampoo—to give your *hair* the same precious care you give your skin! Royal Shampoo leaves your hair *silky* than special rinses. *Softer* yet more manageable than ordinary

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1. Mr. Bright was shocked to learn that ordinary '59 cars are even longer than in 1958.



2. He was pained to discover that ordinary '59 cars will be heavier and hungrier.



3. He was disappointed to see that little foreign cars, while thrifty, are still too short on room.



4. Then he discovered the '59 Rambler—and found The Best of Both: big car room and small car economy!



5. He was delighted with Rambler's easy driving, turning and parking. He was sold. So will you be—with Rambler.

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## THE COMPACT CAR WITH THE BEST OF BOTH



### 1. BIG CAR ROOM AND COMFORT

Spacious interiors for six big passengers—more shoulder room, hip room, legroom than the average of all low-priced cars.

Meet the smart new 1959 models of America's Number One sales success car!

Rambler—with distinctive new styling . . . new Personalized Comfort . . . and even greater economy!

Rambler has smashed all sales records because it is the one car that has what most Americans want—big car room and small car economy.

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You will want to see the world's first cars offering *Personalized Comfort*: front seats are sectional sofas that glide forward



### 2. SMALL CAR ECONOMY AND HANDLING

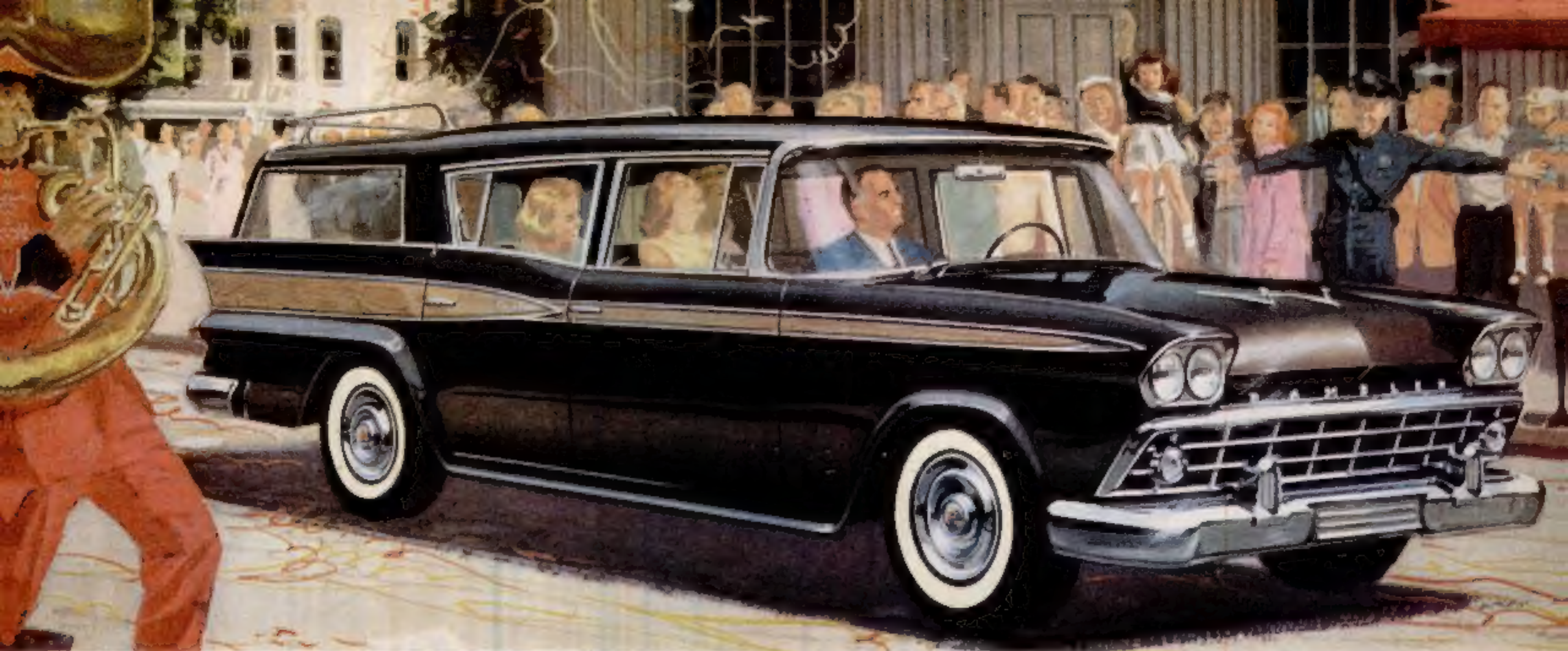
America's acknowledged economy leader travels farther on a gallon of gas, is easiest to park, handle and garage.

and backward independently, with reclining backs and adjustable headrests.

The new 1959 Ramblers are at your Rambler dealer's now. Featured is the newest, smartest small station wagon—the new Rambler American Station Wagon with 100-inch wheelbase—like all Rambler models, it offers fully automatic, standard or overdrive transmissions. See it and all the new 1959 Ramblers today.

MORE NEWS ABOUT THE NEW RAMBLER—SUCCESS CAR OF '59—ON THE NEXT PAGES ▶





**NEW ECONOMY IN WORLD-FAMOUS RAMBLER SIX** — America's acknowledged economy leader, with new carburetion, now gives even more miles per gallon for '59.

The compact 108-inch wheelbase beauty that is smashing all sales records. Available in the Cross Country Station Wagon, above, Hardtop and Sedan models.

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**WORLD'S ONLY CARS WITH PERSONALIZED COMFORT**



**SECTIONAL SOFA FRONT SEATS** glide forward or backward independently so driver and front seat passenger enjoy exactly the right legroom. With seats side by side, three abreast ride comfortably.



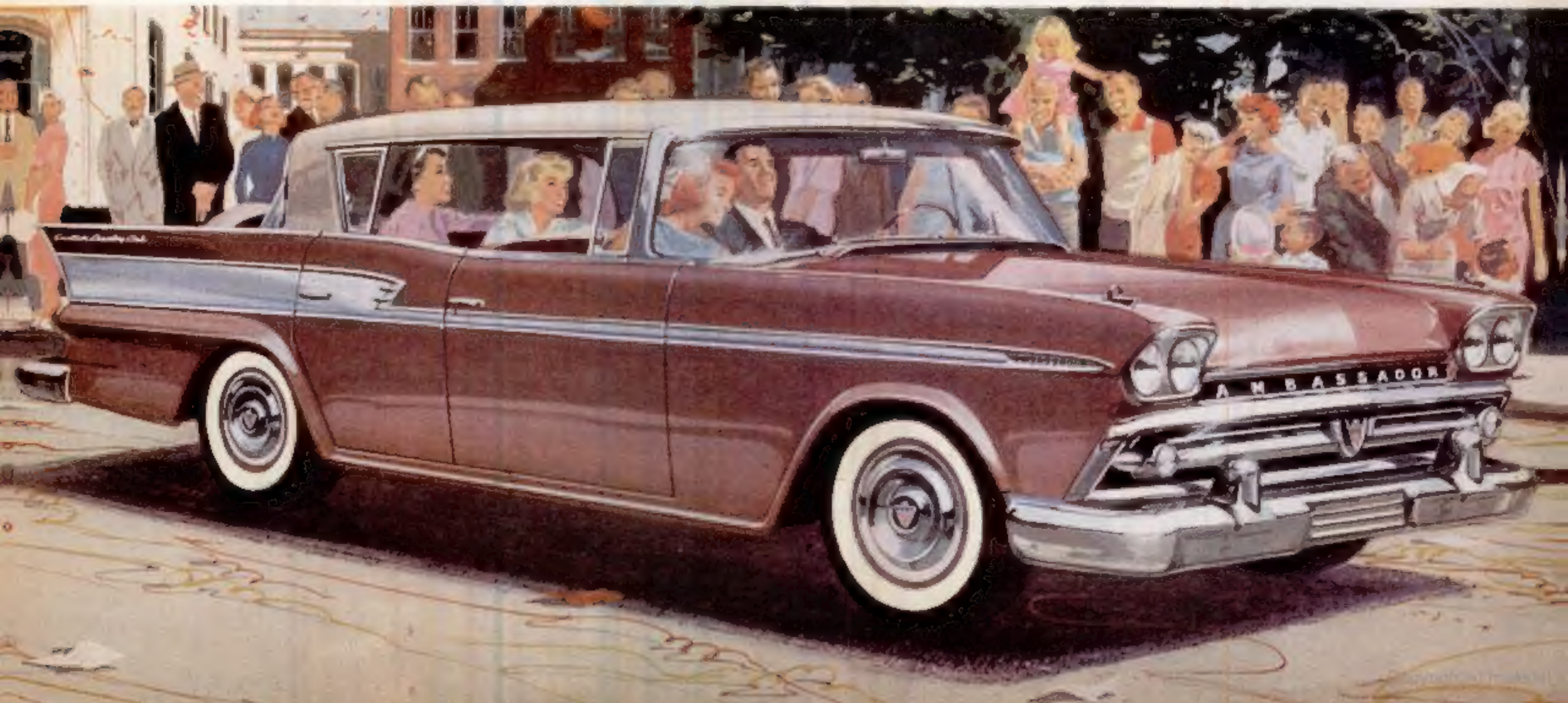
**TOP COMFORT! ADJUSTABLE HEADRESTS** and Airliner Reclining Seats that recline individually to any of five relaxing positions—even make a chaise longue. Headrests are important safety features, too.



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**NEW 1959 RAMBLER REBEL V-8.** Get sparkling V-8 performance with top economy, easiest handling, easiest parking of any V-8. Try it with Self-Adjusting Brakes, Anti-

Slip Powr-Lok Differential, available on all Rambler V-8s. Choice of Four-Door Sedan (illustrated), Cross Country Station Wagon or Four-Door Hardtop models.

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With other 1959 cars ballooning in length and width, the new 1959 Ramblers stand out more than ever as the choice for smart car buyers.

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**FAMOUS SINGLE UNIT CONSTRUCTION.** American Motors pioneered it. Only Rambler—of all low-priced cars—has it. All-welded body-and-frame—more room, more safety, no body squeaks or rattles. Exclusive Deep Dip rustproofing.

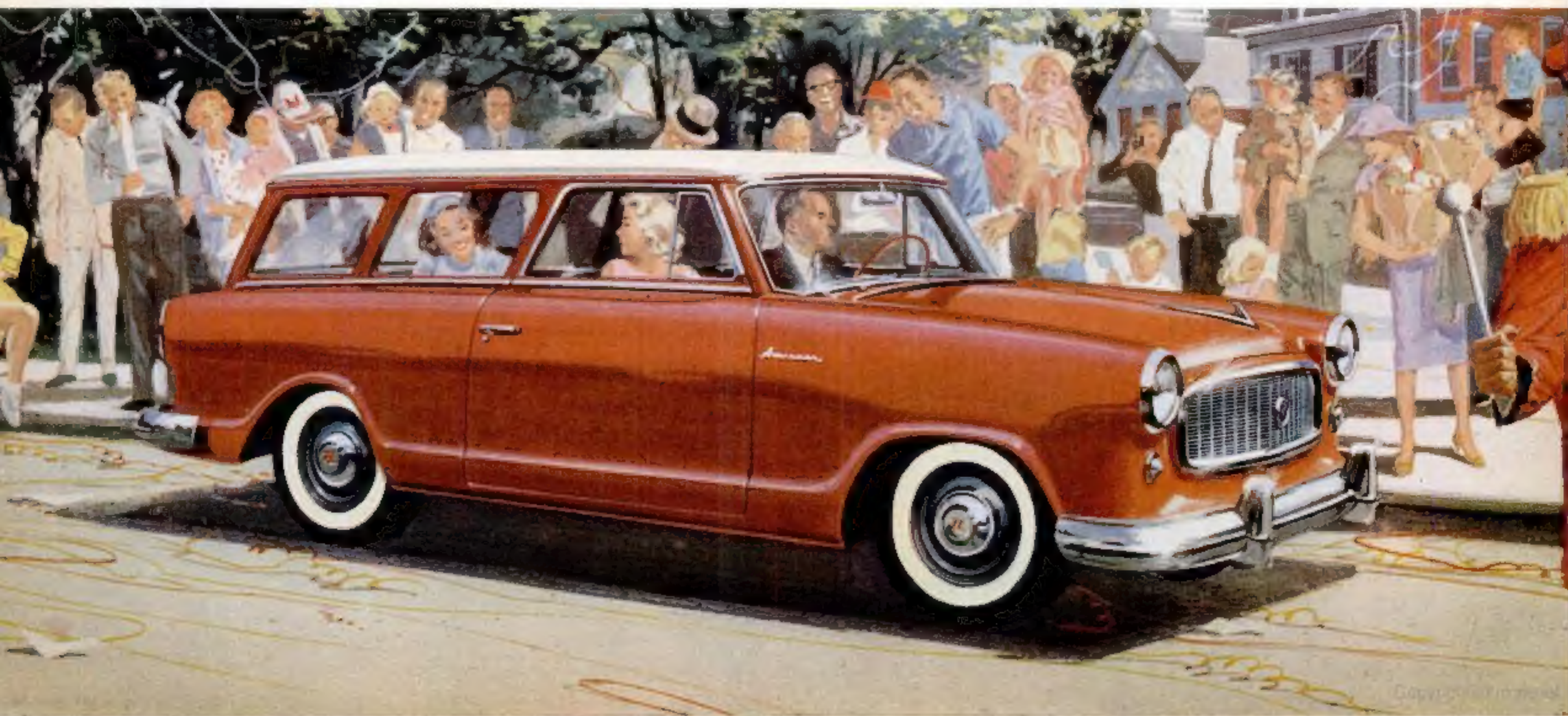
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- BIG CAR ROOM
- SMALL CAR ECONOMY

**GO RAMBLER  
FOR '59**

**Here By Popular Demand—RAMBLER AMERICAN 100-INCH WHEELBASE STATION WAGON—**Peppy 90 HP six. Offers you a choice of fully automatic, standard or

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## Rath

## HICKORY-SMOKED

## HAM IN A CAN

*comes in small family sizes, too!*



THE RATH PACKING COMPANY, WATERLOO, IOWA

Don't wait 'til you have to put extra leaves in the table. You can have a party for even a few folks, any day. Rath's boneless, easy-carving beauties come in all sizes . . . right down to a handy 3 pound-er. So, who's going to have anything left?

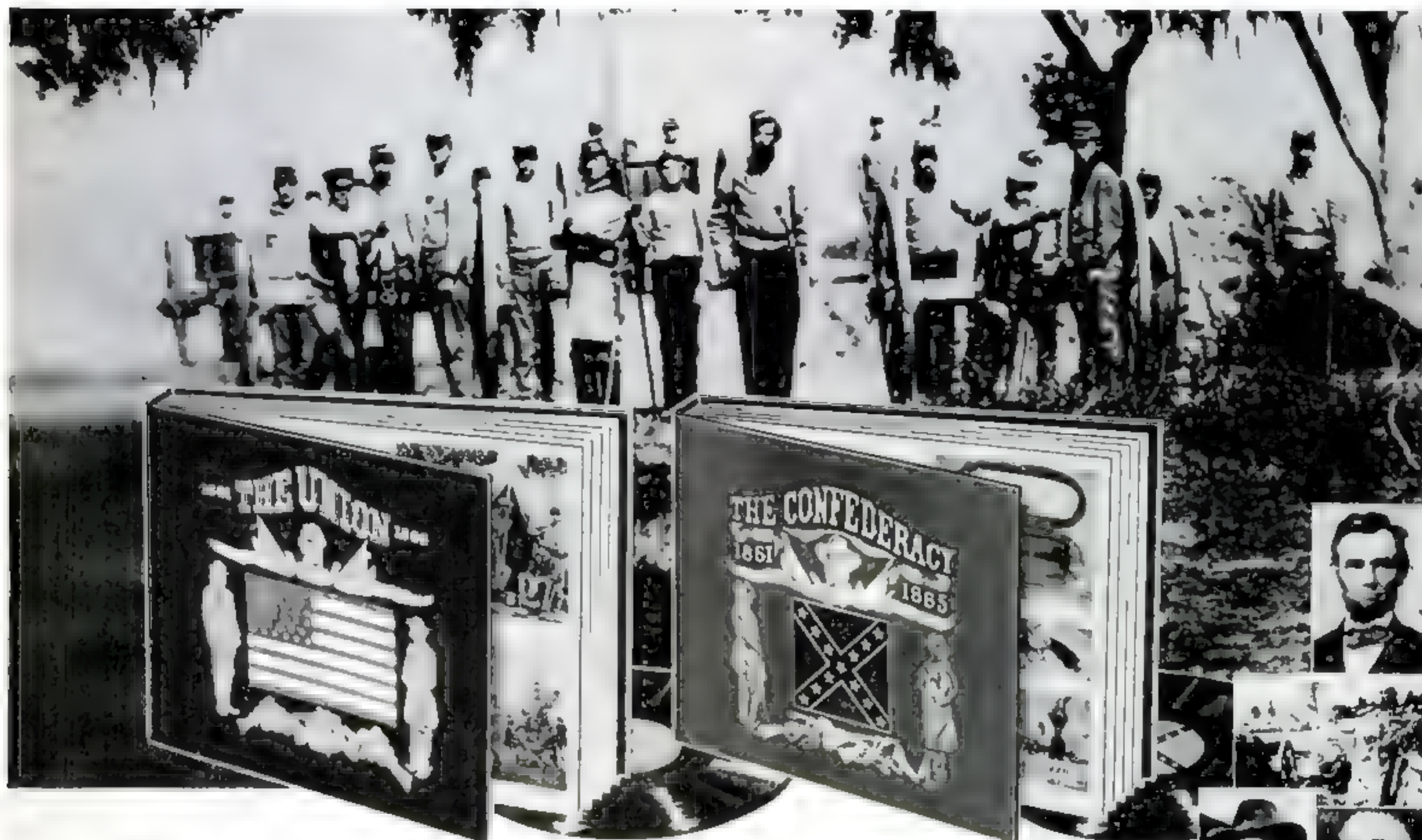
Who, indeed! When it's a corn-fed, heart-of-Iowa ham with the woodsy-sweet flavor only hickory-smoking gives.

(Ordinarily, canned hams aren't smoked, you know!)

Sizes from 3 lbs. to 10 lbs.



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**COLUMBIA (C) RECORD CLUB, TERRE HAUTE, INDIANA**





A VAST BACKWARD PANORAMA OPENS BEYOND THE HUGE WRAP-AROUND REAR WINDOW OF THE BUICK ELECTRA 225 HARD-TOP. WINDOW IS 10 INCHES WIDER

# Lots to See on and from Cars

'59s ARE GLASSIER, FINNIER

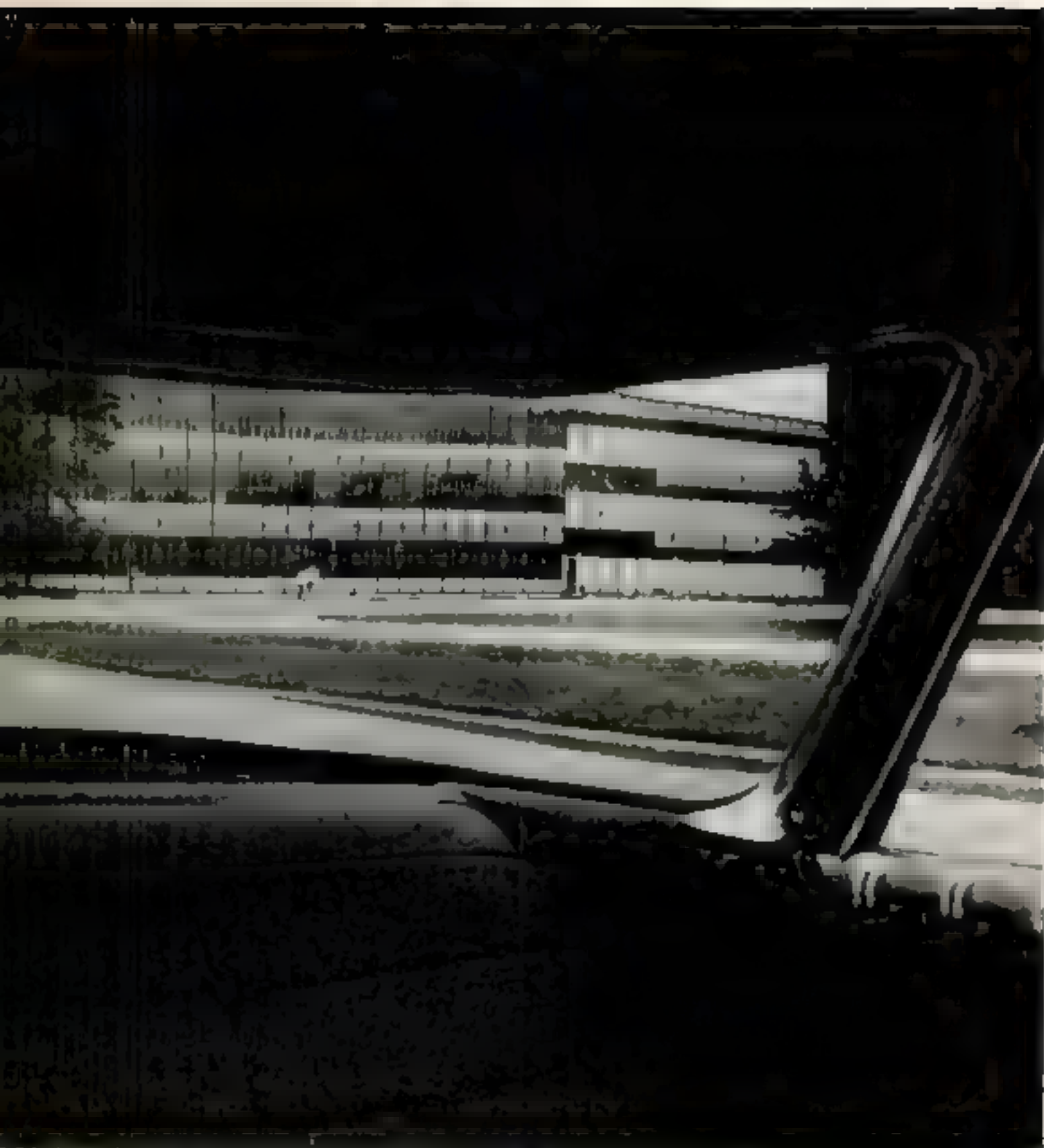
Come fall and almost every American who can tell a truck from a turn-pike turns his curious and critical attention to the New Cars. This fall Detroit, anxious to forget the dismal past year, has rushed the new season. Almost all of the new models have already been unveiled, earlier than in any year since World War II. What car-conscious Americans are just getting to see is a blending of the picture-window look and the fancy and winged rear end.

Most of the 1959 models have more glass than ever, opening huge, uninterrupted vistas. Enormous stylistic emphasis has been put on the south end of northbound cars (*behind*), which is what other motorists see most of anyway. Fins, mostly finer than ever, rise higher or spread

BIG THREE'S "BREADWINNERS," PLYMOUTH, FORD, CHEVROLET SHOW HEAVILY RESTYLED REAR ENDS. PLYMOUTH HAS SLEEKED-UP RACY "FORWARD LOOK"





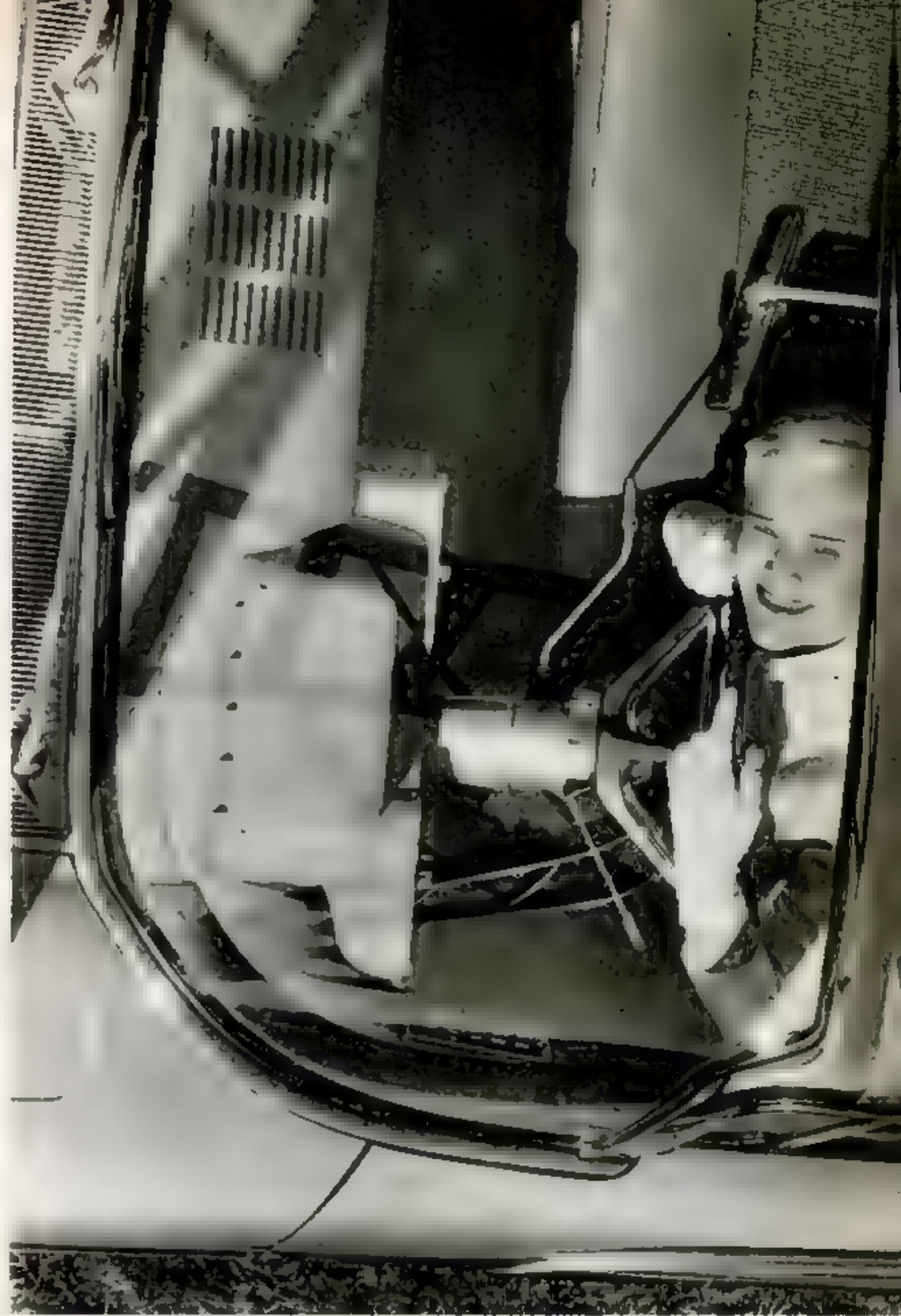


THAN ON 1958 MODEL AND WHOLE CAR HAS 520 SQUARE INCHES MORE GLASS

like the wings of a gull in flight. The front ends (*next page*), with multiple lights recessed into fenders and grilles, have a hollow-eyed look.

The designs of the Big Three '59s were set before the small-car vogue loomed quite so big, and the new models are often bigger, though some, what less chrome-covered, than before. The wheels on the Pontiac are set nearly five inches farther apart and make its lower-than-ever models even lower.

Far more rules on the new wheels than esthetic capriciousity. The '59s will enormously help or retard the present recovery. First looks at the '59s were exciting—and so were some early sales. The wide-eyed Buick, first car out, made three times as many sales as in the same period last year.



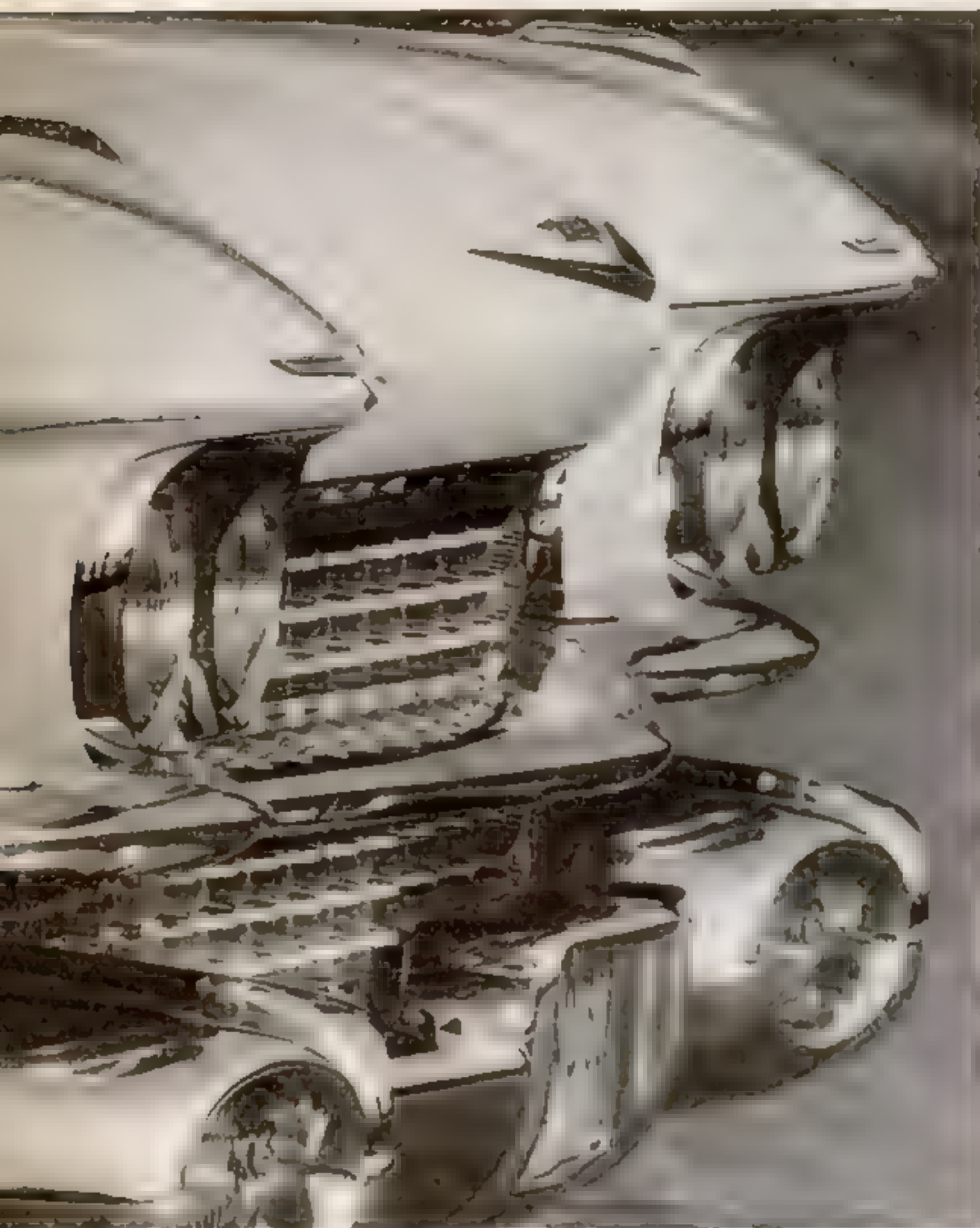
**BIGGEST WINDSHIELD** of all is Mercury's. As shown here, not only does it slope up almost over driver's head, and also comes far around to the side.

FORD OFFERS A LESS EXTREME LOOK WITH TRIMMED FINS. MASSIVE TAIL LIGHTS. CHEVROLET, COMPLETELY REVAMPED, FEATURES GULL-LIKE CANTED FINS





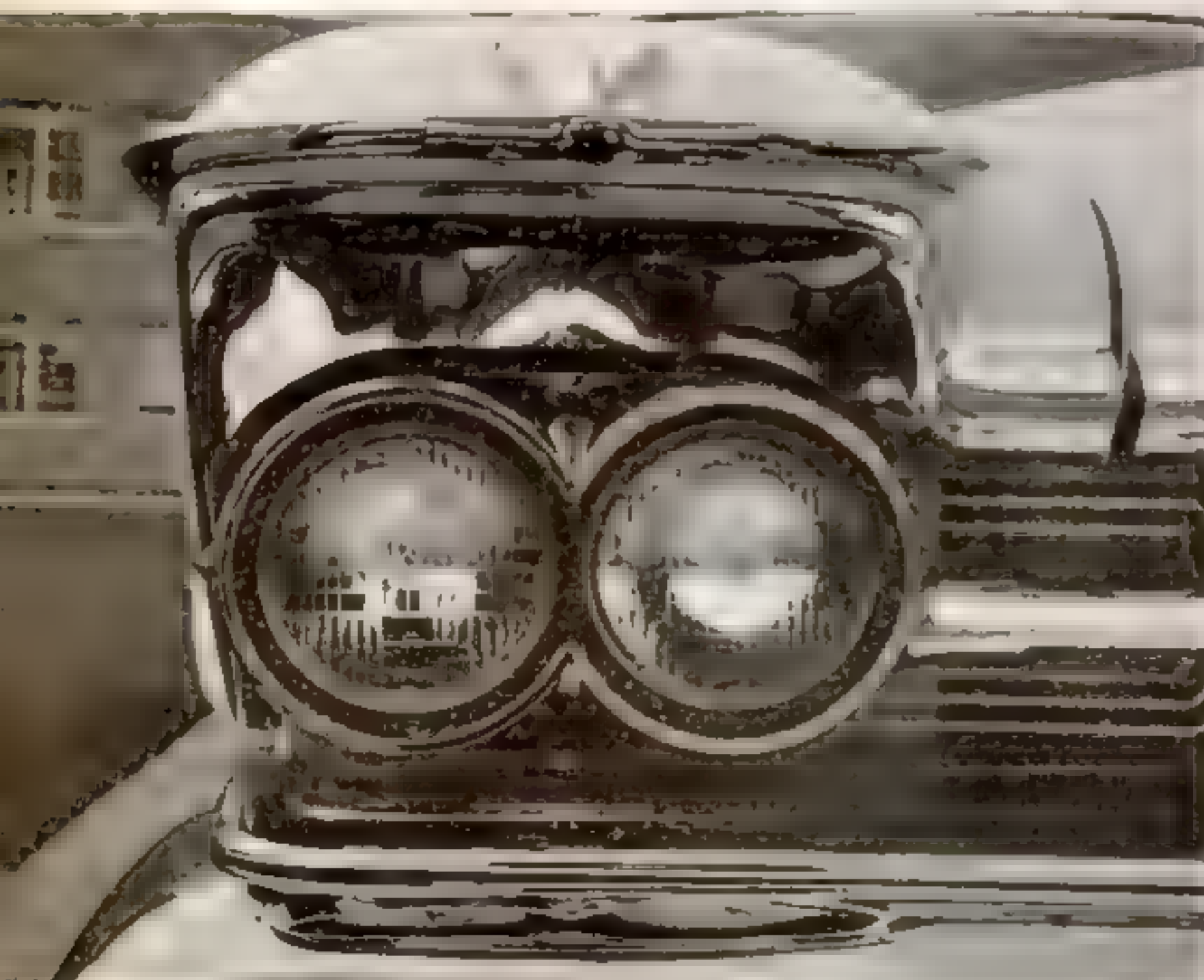
# THREE BIG ONES AND A SMALL RIVAL



**MASSIVE FRONT** of the Cadillac uses some conventional recessed lights in the bumper and headlights set between symmetrically pointed fenders and fenders.



**HOODED HEADLIGHTS**, wrapped by the sweeping hood, are a characteristic of the Lincoln, which also has side parking lights at the ends of the bumper.



**LOWERED HEADLIGHTS** of the Imperial, encased in chrome and topped by eagle insignia, sit flush with grille. Chrysler line will have major changes in 1960.



**WIDER GRILLE** is one of the few minor changes made on the largely successful American Motors Rambler, only U.S. make to sell more cars in 1959 than 1958.





*Beautiful to look at...glorious to hold...*

## SweetHeart's® Elegant Oval

What a delight it is to look at SweetHeart's Elegant Oval before you use it. No other soap is so classical, so gloriously feminine. And how it rewards you as it lathers on your hands... releasing its delicate fragrance... floating cares and worries away. Only SweetHeart's Elegant Oval makes you feel so graciously, glamourously *yourself* again.

*in  
luscious pink  
or  
creamy white*



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ELECTRA 2-DOOR HARDTOP

*In so many wonderful ways—you're better off with*

Naturally, a man feels good when his judgment rewards him with the finest performance value ever built into the Buick. And when his taste selects the most magnificent looking Buick in nearly sixty years. Even when you walk away from it, you can't help but turn your head to look at that wonderful choice of yours. And in every driving situation the '59 Buick proves your wisdom. You learn its strength and solidity and power. Its crisp, split-second response in handling. Its luxurious comfort and quietness. No wonder the car you've chosen deserves to be called the car!

LE SABRE *The thriftiest Buick* INVICTA *The most spirited Buick* ELECTRA *The most luxurious Buick*





*a Buick!*

New Equipoise ride • New super quiet  
Bodies by Fisher • New Magic-Mirror  
finishes • Safety-plate glass all around  
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aluminum front brake drums • New  
electric windshield wipers • Smoother,  
thrifter Wildcat engines • New Buick  
Easy Power Steering\* • Twin-turbine &  
Triple-turbine transmissions\* • New  
Automatic heat and fresh air control\*

\*Optional at extra cost on certain models

# THE CAR BUICK '59

A NEW CLASS OF FINE CARS WITHIN REACH OF 2 OUT OF 3 NEW CAR BUYERS





**1** ... is the key that you will probably use most often. It gives all your white and colorfast cottons and linens (the bulk of your washday loads) the hot water and vigorous activation they need to get them sparkling clean, and a thorough rinsing in warm water. Fast spin extracts so much water they'll dry in no time.

New as today's fabrics...

## 1959 G-E 5-CYCLE FILTER-FLO® WASHER!



**2** ... is pre-set to give dark or nonfast colors the warm water, fast spin they need. Vigorous activation gets them clean as a whistle.



**3** ... gives sturdy wash 'n wear clothes brisk washing in warm water. Slow spin prevents deep-set wrinkles. Even saves ironing!



**4** ... gives fragile wash 'n wear, other delicacies you've been hand-washing, gentle action, warm water, slow spin.



**5** ... gives "specials" like blankets slow wash speed, warm water, fast spin to get out extra water wool absorbs.

**5 separate, pre-set cycles** to give all your washables custom care—automatically!

You just touch one key—turn the dial to the matching number! And that's *all* you do to get just-right washing care for all your wash—from sturdy blue jeans to the most delicate wash 'n wear synthetics. The new General Electric 5-Cycle Filter-Flo Washer has an *automatic* cycle to fit all your washing needs!



\*After small down payment. See your G-E dealer for his prices and liberal terms. Buy now for extra values! Most models available in Canada. General Electric Company, Appliance Park, Louisville 1, Ky

**NO LINT FUZZ!** Filter-Flo Washing System cleans and re-cleans wash and rinse waters to give you cleaner clothes. And this filter is *dependable*—can't clog or impede water flow! A handy detergent dispenser, too!

**PLUS Features:** Big capacity; Cold Water Wash; Rinse Dispenser; Suds Return (optional); G-E Written Warranty; in colors or white. At your G-E dealer's now, with matching dryer.



*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



# LETTERS TO THE EDITORS

## EDITORIAL

Sirs:

Your editorial, "Quemoy: Issues False and Real" (LIFE, Oct. 6), was a refreshingly clear and logical analysis of a situation which has given birth to more misunderstanding, dissension and blind fear than any other U.S. policy in recent years.

We have to make a stand somewhere and Quemoy, regardless of size or strategic value, is it. Thank God the Administration has had the courage to face the problem of Communism with strength and determination.

JAMES HORAN

Trenton, N.J.

Sirs:

What disturbs me is not so much your affirmation of the Administration's stand but rather your implication that those who disagree with you are either featherbrained or morally suspect. This type of emotional response is the invariable reaction of people supporting intellectually indefensible positions.

JACK GILLESPIE

Elverson, Pa.

Sirs:

Your editorial was one of the finest I have ever read and should clarify the loose thinking of many.

THE REVEREND ROELIF H. BROOKS

New York, N.Y.

## MORE LIVABLE HOMES: PART IV

Sirs:

I have pored over Harry Weese's two-story box house ("More Space Upstairs and Down," LIFE, Oct. 6) and found but one small flaw to mar its perfection.

When Mr. Weese lowers the blinds at dusk, whence comes illumination? He can see to eat and daughter can practice her scales under the stairs, but where is he going to plug in that lamp beside the sofa? I was taught to be leery of cords running under carpets.

MARLE BRECKENRIDGE

Grove City, Ohio.

● Mr. Weese's specifications call for a continuous outlet channel along the baseboards so that lamps can be plugged in anywhere.—ED.

## AMERICA'S CUP

Sirs:

As a member of the *Columbia* crew in the recent match against the British *Sceptre*, I cannot refrain from deep regret that you published Maitland Ealey's article, "Wrong Hull, Wrong Sails, Wrong Training" (LIFE, Oct. 6). It seems to be rubbing salt in an open wound and unnecessarily inaccurate.

Mr. Ealey implies that the British should have made tests against a model comparable to *Vim*, but *Vim*'s lines and model test results have not been made available either to the British or to competitive designers in America. The British had to work against the only model data they had, that of the prewar 12-meter *Fica*.

As to hull design, I can speak as one who was associated with the design of *Columbia* and *Vim*. We shared Mr. Boyd's opinion that the best boat in the 15- to 18-mph range would most certainly be the over-all winner.

There is further implied criticism because the model tests were run in smooth water. It is only fair to point out that, to my knowledge, all the testing of the American models was likewise done in smooth water.

RODERICK STEPHENS JR.

New York, N.Y.

● The British did have a model more comparable to *Vim*. *Ernine*, a faster boat than *Fica* and one that has beaten *Vim* on occasion. Before the race, members of the *Sceptre* syndicate and crew maintained that she would go best in 20- to 25-mph winds. As for rubbing salt in British wounds, writers in the British press chewed out *Sceptre* for its shortcomings more fiercely than any in the U.S.—ED.

## \$30 MILLION DESILU GAMBLE

Sirs:

Isn't the gentleman standing directly behind Lucy another famous "gambler," George Raft ("\$30 Million Desilu Gamble," LIFE, Oct. 6)? He looks as though he had bet on the same horse Lucy did.

ELAINE FALLON

Lincolnwood, Ill.

● Yes, it is; no, he didn't.—ED.



TWO LOSERS

## THE ULTIMATE WEAPON IN AN ANCIENT WAR

Sirs:

A thousand bravoes for your article, "The Ultimate Weapon in an Ancient War" (LIFE, Oct. 6). Truly truth is stranger than fiction.

JERRY PAN

Hollywood, Calif.

Sirs:

I'm writing on the article about killing insects with hormones. I'm 11 and I'm against it. I love insects.

What would it be like without grasshoppers who make everything look so merry the way they hop about so gaily, or the caterpillars who make things look bright?

KAREN KLEINMAN

Levittown, Pa.

## HOW COLLEGES CAN HANDLE THE THROGS

Sirs:

Many thanks for the wonderful article on colleges by Dr. Wriston ("How Colleges Can Handle the Throgs," LIFE, Oct. 6). It was realistic and most helpful to a high school student planning to attend college.

MARILYN PALL

Silver Spring, Md.

Sirs:

Dr. Wriston's remarks on the extravagance of course offerings seem to me well taken. There is one thing colleges might do to implement his suggestions.

They might agree to limit curriculums along less wasteful lines. Many institutions might restrict themselves to offering only the general liberal arts and science courses. Large colleges might offer a more varied curriculum but curtail their courses in advanced fields where duplication is evident. Specialized courses would be given only by colleges and universities having superior facilities and faculties in particular fields.

FLETCHER BURKE JR.

Los Angeles, Calif.

Sirs:

LIFE magazine's intelligent concern with higher education is deeply appreciated.

Your naming Occidental among the group of fine colleges is also appreciated. But unfortunately part of the comment about Occidental was misleading.

Under a heading indicating we are uncrowded, the article says Occidental "chose freshmen by May 1 but had vacancies later." Our 350 freshmen were chosen from 1,451 applicants. The few vacancies in September, which occur at any college, were filled from a waiting list of 189 well-qualified alternates.

DR. ARTHUR G. COONS  
President

Occidental College  
Los Angeles, Calif.

## A FAREWELL SQUEAL FOR ELVIS

Sirs:

I enjoyed the pictures on Elvis Presley ("A Farewell Squeal for Elvis," LIFE, Oct. 6). Let's hope the era of "let's clobber Elvis" is coming to an end.

J. TODD HAMPTON

Memphis, Tenn.

Sirs:

In reference to the photograph of my daughter being referred to as a brash admirer of Elvis Presley as she kissed him goodbye at dockside, kindly be advised that Elvis is a personal friend of ours and has been in our home on numerous occasions. If you met my daughter, you would know that a girl of her intellect is far from being a whacky, moaning "brash admirer."

Your reporting I would say is brash and of an impetuous nature.

A. H. PORTNOY

Beverly Hills, Calif.

## WORLD'S WEEK

Sirs:

The caption under your photograph of Major General Walton B. Persons ("Top Aide With Herculean Assignment," LIFE, Oct. 6) after his appointment to take over the job of Sherman Adams lacks lucidity. Which of the labors of Hercules did you have in mind, cleaning the Augean stable or carrying the world on his shoulders?

H. PHILIP MINIS

Princeton, N.J.

## PASSING OF POET OF THE FROZEN NORTH

Sirs:

There are strange things done under the midnight sun  
By the men who toil for LIFE.  
The arctic trails have their secret tales  
Of cold and gold and strife.  
The northern lights have seen queer sights  
But the queerest from the Pole to Nebraska  
Was that night of renown,  
When you moved Dawson town  
From the Yukon down into Alaska!

WILLIAM M. POND

North Charleston, S.C.

● LIFE did Dawson a disservice ("Passing of the Poet of the Frozen North," LIFE, Oct. 6) in moving it to Alaska. It is, of course, in Canada.—ED.

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At a thrilling, new low price to bring  
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I MADE SWEET MUSIC IN MY NEW MAIDENFORM\* BRA!



*^sweet music\* ^*

Sweetest bra this side of heaven . . . it was *born* to be worn with the "Empire look." Specially stitched cups with *figure-shaping* under-cups bring out curves you never dreamed you had! Embroidered bands outline the cups . . . an elastic band under the cups makes this bra fit like a custom-made. You try it! 2.50

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Look for this package everywhere.  
And ask for a *maidenform\**  
girdle, too!

COUTURE BY A LA CARTE    REG. U. S. PAT. OFF. ©1944 MAIDEN FORM BRASSIERE CO. INC. NEW YORK 16, N. Y.



## A Dulles decrying foreign policy debate



**HASSLE BEGINS** as Secretary of State Dulles, at his weekly press conference, says a Nixon attack on

Acheson-Truman foreign policies might be outside "the limits which I hope both sides would observe."

## A Nixon distressed by



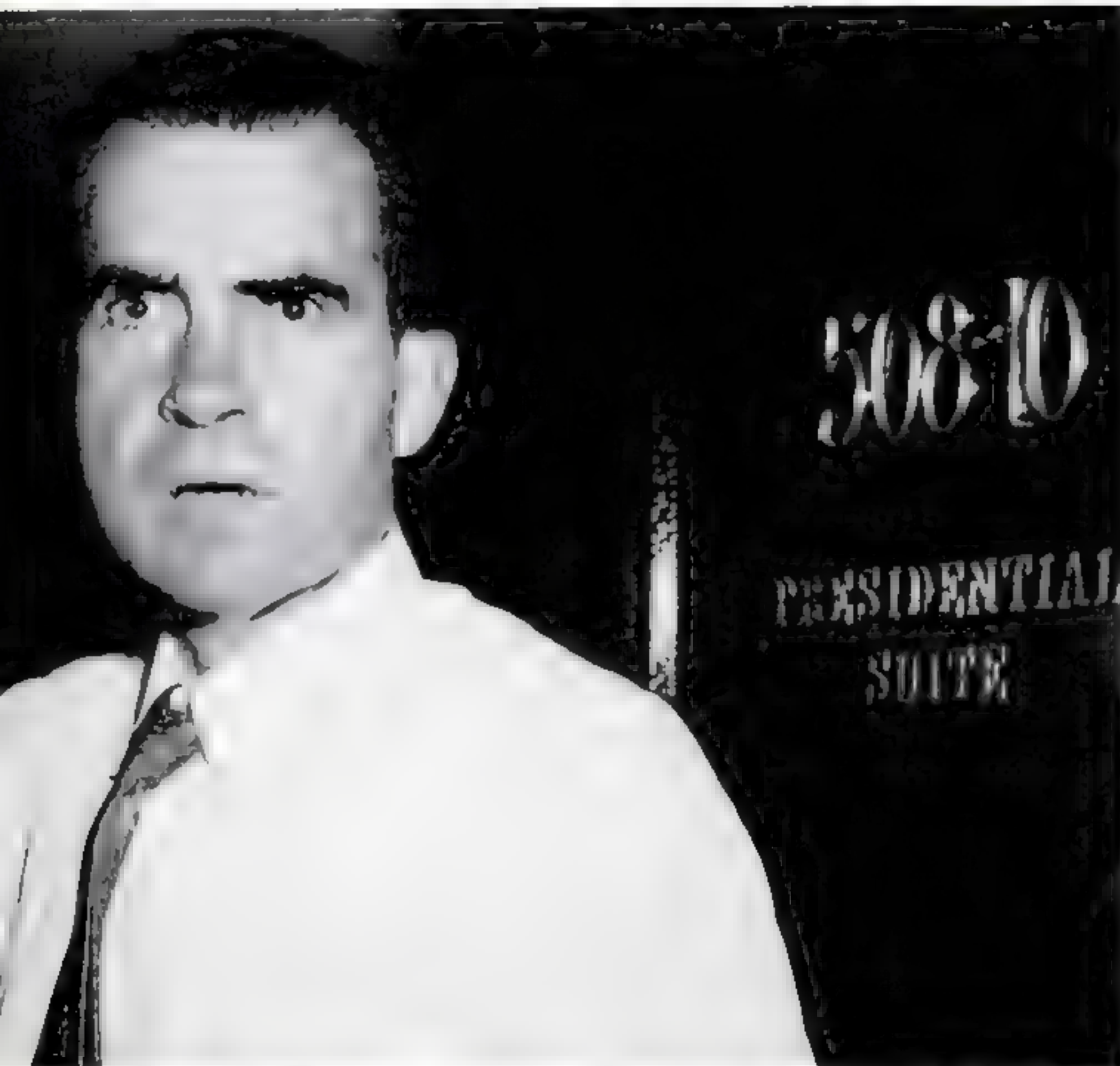
**NIXON REACTS**—here to a Chicago photographer who inadvertently addressed him as Mr. Truman.

## And then, a partisan Ike argues foreign policy in Iowa





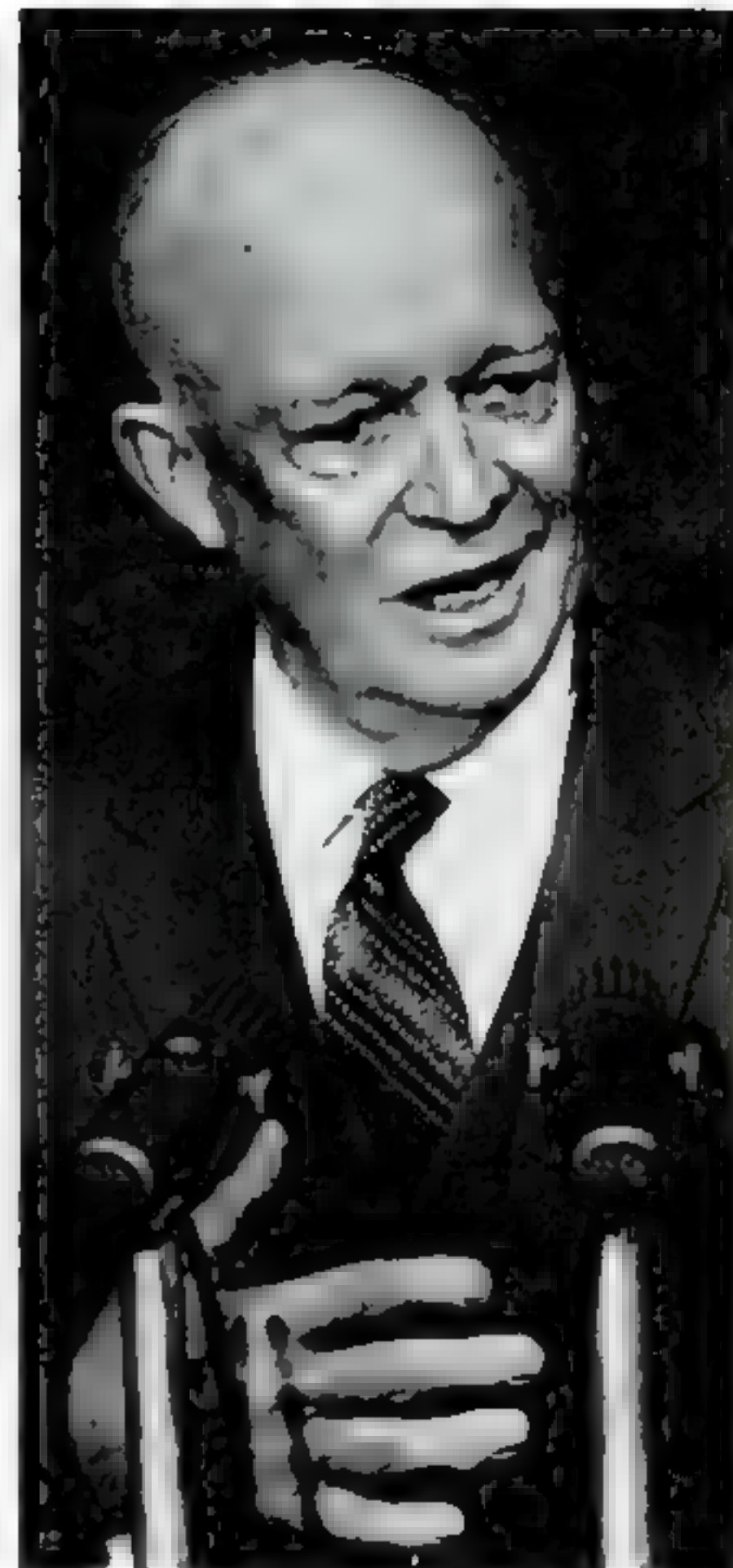
## mid-campaign misunderstandings



He remained as quick to repudiate Dulles and President over misreading foreign policy in

the campaign. But he continued to defend Administration's Quorum policies, refusing to back down

## A nonpartisan Ike



**AGREEING WITH DULLES.** President tells news men: Foreign policy debate might hurt the nation



# NIXON JOLTS A CAMPAIGN

After a slow start, the fall campaign went roaring noisily and eventfully into its final days. Vice President Nixon, barnstorming relentlessly, was jolting his own party—and the whole campaign. A wildly confused Dulles-Nixon-Eisenhower hassle in Washington had sharpened an important issue. And now the country's biggest political name, Dwight Eisenhower, had made his dramatic entrance, dropping by helicopter into an Iowa corn-picking contest (*ibid*).

The hassle in Washington developed after Nixon made a sharp attack on Acheson-Truman foreign policy. Secretary of State Dulles and the President both, in effect, publicly chided him for making foreign policy a partisan matter. But Nixon talked back so convincingly that they reversed their heels and agreed that Democratic criticism of Administration foreign policy should be answered. The President even inserted a defense of foreign policy into his farm speech. Nixon now emerged not only as his party's chief campaigner in the field, but as the major voice in both setting and enunciating its political policies (*see Editorial*).

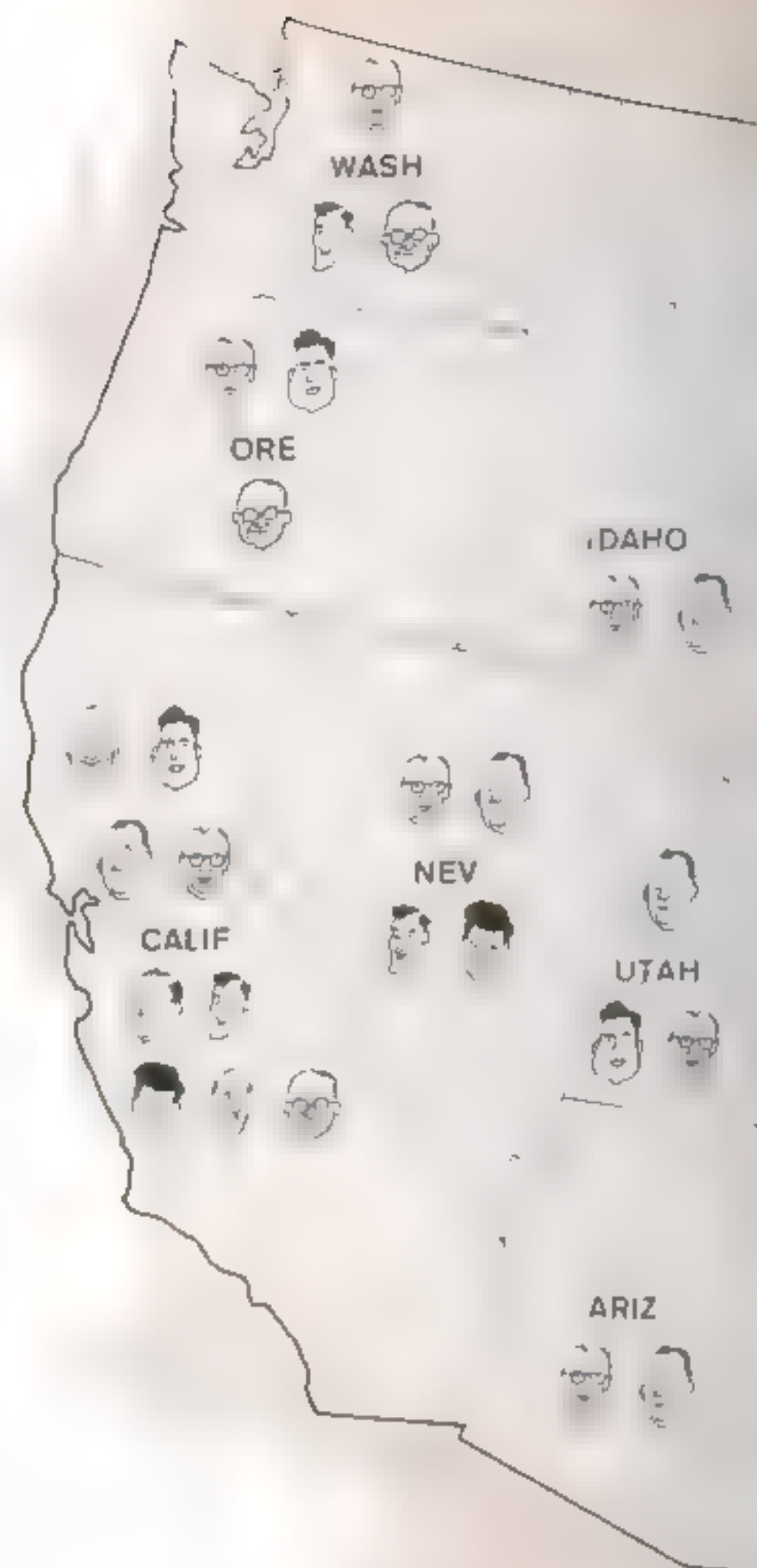
With early campaign forecasts pointing to a sweeping Democratic victory, Republican morale and money-raising had been dismally low. Now, with the President's participation and Nixon's drive, the G.O.P. was perking up. Two all-out adversaries found themselves in curious agreement. Truman was warning Democrats they could be lured by "Deweyitis," 1938-style overconfidence—and Nixon was telling the Republicans they could confound the forecasters by fighting, as Harry Truman had in '48,





**ADLAI STEVENSON** in New York takes part in a roasting of Republican policies. At a table with him

(left to right) are former Air Force Secretary Thomas Finletter, Governor Harrman, Eleanor Roosevelt.

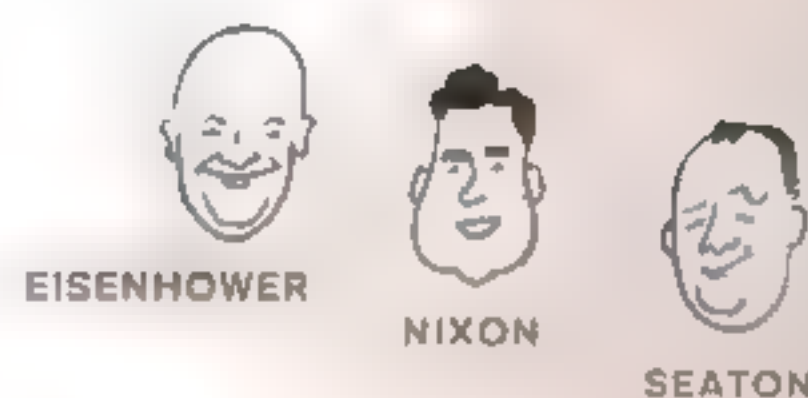


## BUSY DAYS FOR THE TOP TRAVELERS

In the exhausting course of the battle 10 top Republicans and Democrats, whose movements are shown on the map at right, crisscrossed the country. The leaders concentrated on the big urban and industrial areas. The South, beyond Republican persuasion, was neglected but West Virginia, with two Senate seats at stake, came in for the saturation treatment.

For President Eisenhower, Cedar Rapids was the first stop in a five-day, seven-state foray. Later he would appear in the critical election areas of Pennsylvania, West Virginia and New

York. The most peripatetic ground-rover for the Democrats was that old firehorse, Harry S. Truman. One campaigner, Interior Secretary Fred Seaton, after a whirlwind day in Montana that was topped (below) by his being named Chief White Plume by the Blackfoot Indians (he already had been made High Flying Eagle by the Sioux and Big Land Chief by the Navajos) wearily explained how he was able to stand the gaff. "The first thing to go," he said, "is the feet, the second is the voice, but the Lord blessed me with the constitution of an ox."



### REPUBLICANS

TRAVELS OF TOP TEN are shown on map with caricatures of leading Republican and Democratic



**GOVERNOR MUSKIE OF MAINE**, newly elected Democratic senator, visits the Arapaho Indians in Wyoming with Senate candidate Gale McGee (right).

← **PRESIDENT TRUMAN** in Hamtramck, Mich. parades with Governor G. Mennen Williams (left). He said that U.S. policies have been "bungled ever since 1952."







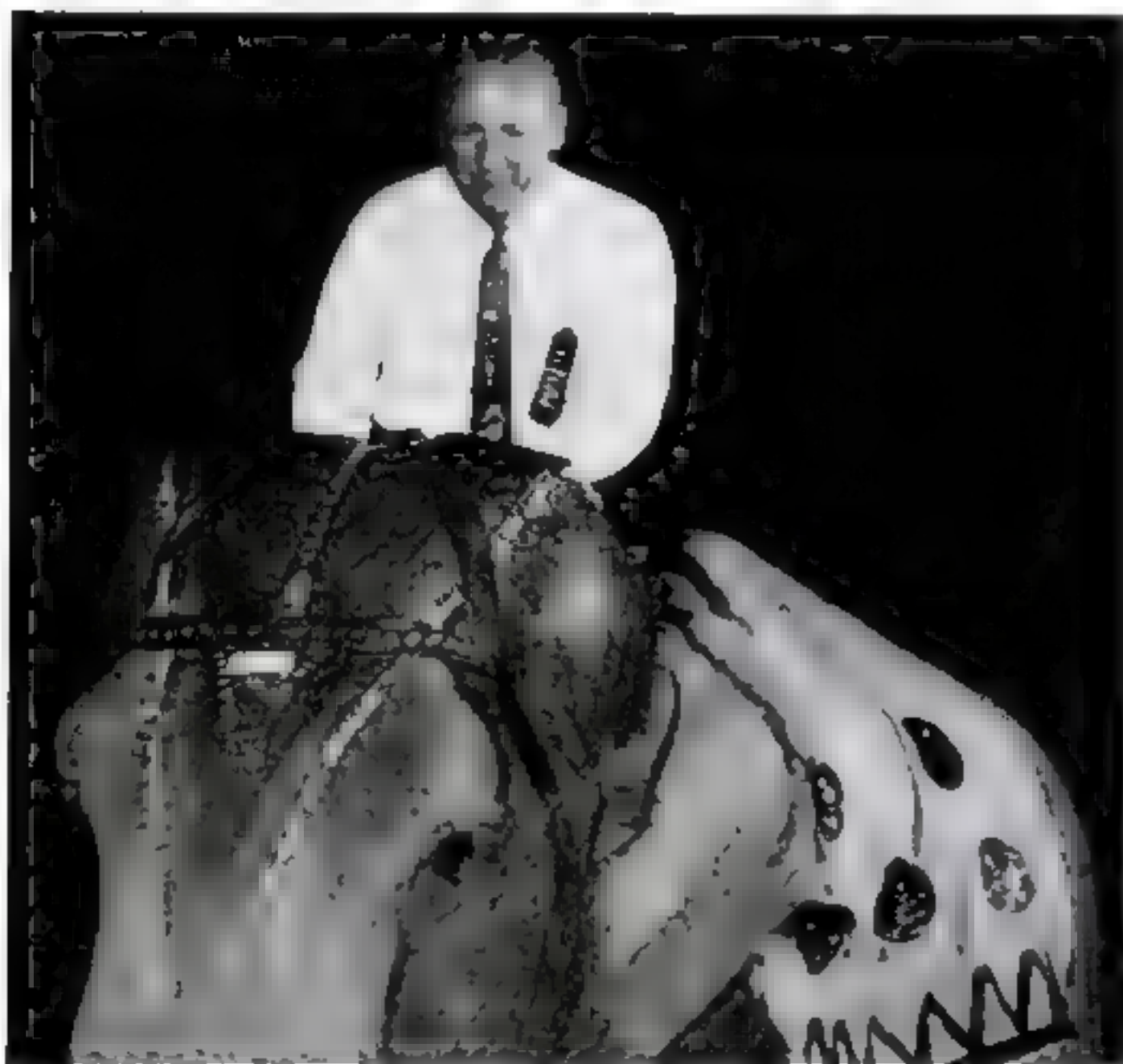
# WALKING, TALKING, STALKING CANDIDATES DO THEIR STUFF



**SEE-SAW BATTLE** for West Virginia's two Senate seats brings the four candidates to a lumber festival at Elkins. Here the favored Democrats (in foreground), Robert Byrd and Jennings Randolph, briefly match brawn with their respective opponents, G.O.P. incumbents Chapman Revercomb and Jack Hoblitzell.



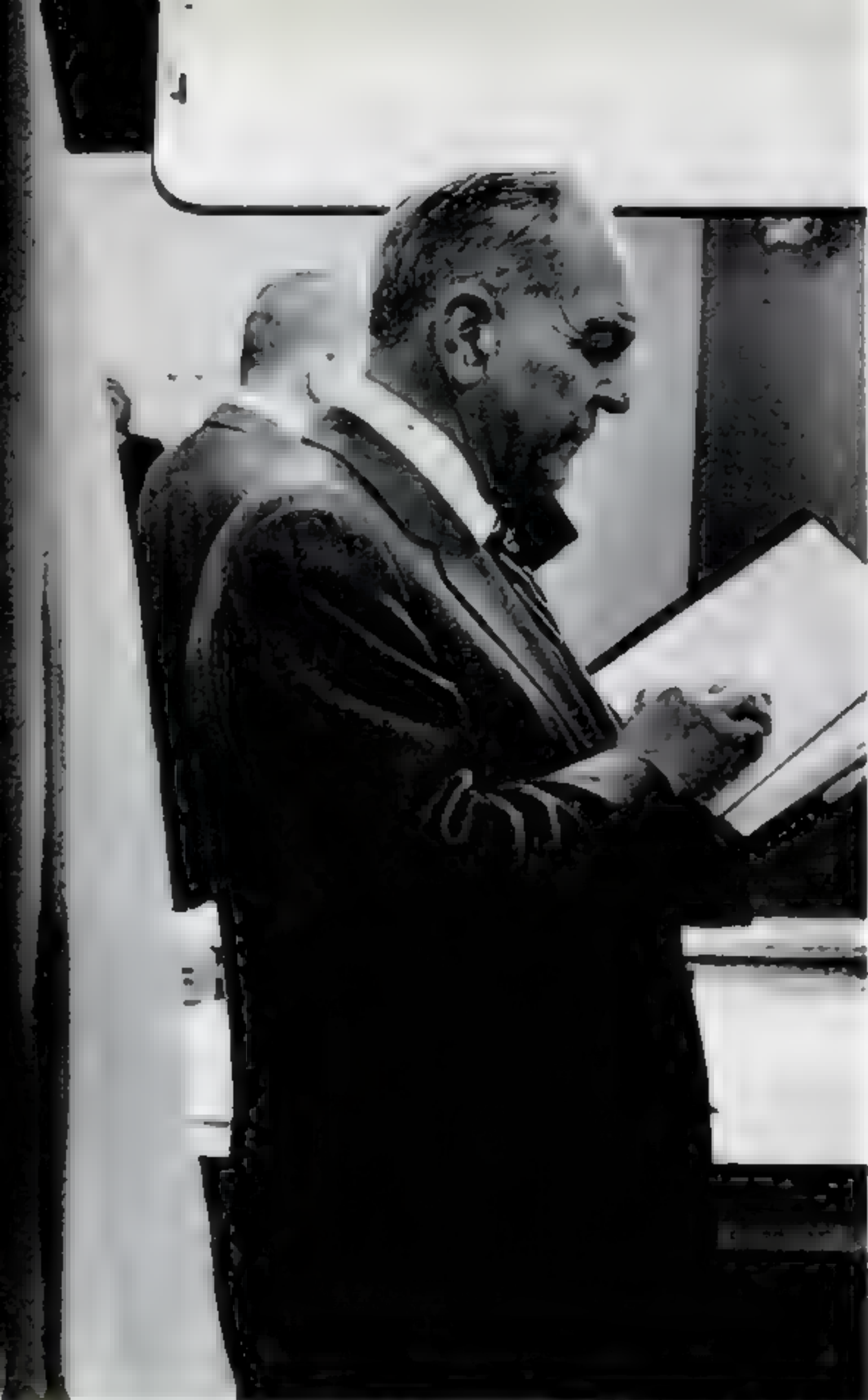
**WALL-TO-WALL RIVALS** for Senate from California, Democrat Clement F. (above, left) and Republican Goodwin Knight back opposite sides of a room partition, studying speeches before a joint appearance on a Los Angeles television show. Said Governor Goode, "I wish you lots of luck, all out!"



**ASTRIDE A SYMBOL**, Senator William F. Knowland, the Republican candidate for governor of California, rides an elephant at a G.O.P. fund-raising circus performance in Santa Ana. Knowland has begun what he calls a fighting shirt-sleeve campaign, but he is still expected to lose to his Democratic rival, Pat Brown.







**POUNDING THE PAVEMENT** (below) in reelection campaign. Massachusetts Senator Jack Kennedy (left) joined by State Senator Mario L. Amato leads a parade in heavily Italian East Boston. Kennedy hopes for landslide win, and parade was important because his G. O. P. rival, Vincent Celeste, is an Italian American.



**WAITING AT THE GATE** for Mack Truck workers in Allentown. Arthur McGoogie, Republican candidate for governor of Pennsylvania keeps—and at the ready—McGoogie, a pretzel manufacturer, beat Harold Stassen for nomination, is hurt by being less well known than his rival, Pittsburgh Mayor David Lawrence.



**BY DAWN'S EARLY LIGHT**, Minnesota's Governor Orville Freeman (left) and Gene McCarthy (at right), Democratic-Farmer Labor candidate for Senate, hail workers at Minneapolis-Honeywell Aero plant. Freeman is a probable winner. McCarthy is given good chance to beat the Republican incumbent, Edward Thye.



CAMPAIGN CONTINUED

## PARTIES' PRINCES WOWING WOMEN

The biggest noise, of course, was about next month's elections, but looming in the background was 1960 and the presidential campaign. In the current electioneering three party princes were making their mark and each had that priceless campaign asset, a special appeal to women voters. They were Nelson Rockefeller, Republican candidate for governor in New York and the most exciting new political face, Vice President Richard Nixon and the Democratic front runner, Senator Jack Kennedy of Massachusetts. All three were youthful, vigorous and masculine, and the women clearly showed that they appreciated their charms.

Rockefeller, running as much as a Rockefeller as a Republican, stood a good chance of beating Averell Harriman. If he could clear that hurdle he would be a formidable alternative to Richard Nixon as the Republican nominee in 1960. Nixon, as Vice President and his party's main campaigner, was in the obvious slot for the nomination. He was waging the kind of hard-hitting campaign for which he is noted, and in 1960 he would be remembered as the party standard bearer of '58.

Meanwhile Kennedy had started earlier and was working harder than anybody else. "He's one good-looking Irishman," a voter remarked. "You know, he may really get to be President."



**ROCKEFELLER'S TOUCH** is felt as he reaches up to a window of the Ballston-Stillwater Knitting Co.

plant at Stillwater, N.Y. to shake hands with women employees. They squealed when he appeared.



**NIXON'S MAGIC** shows in Pittsburgh as a woman reaches out just to touch him when he tries to get into car. He was there to support Arthur McGonigle for

governor and Hugh Scott for senator and urge labor to vote Republican, saying the Administration has been "the best friend America's wage earners ever had."







# REGAL REQUIEM FOR PIUS

With colorful ceremony, the Supreme Pontiff is laid to rest in St. Peter's



**MOURNERS IN ROME:** the Pope's closest survivor, his sister, Donna Elisabetta, is flanked by daughter Elena and the Pope's grandnephew Federico Capelli

With regal splendor and ceremony conducted by the supreme pontiff, the worldwide Catholic Church laid its Supreme Pontiff to rest. The solemn hearings of the Requiem rose a myriad altars around the globe as the famous and the low thronged to survivors for Pius XII. But the most magnificent scene of all occurred in the great basilica St. Peter's in Rome, where the funeral itself took place.

After Pius had lain in state for three days in the Vatican, St. Peter's solemnly processed the body of the late pope to the altar. It was led by a brother bearing a golden cross, and the body of Rome in white surplices accompanying their outstep. The Pope's last journey. Behind were the canons of St. Peter's, a choir of monks and the 100-voice Julian Choir singing the *Miserere*. Then came the pallbearers, escorted by Swiss Guards in their Roman armor, the Chamberlains of the Cape and Sword with ruffs around their necks and officers of the Vatican Guard in brilliant uniforms. Walking behind the body were 22 cardinals, whose customary costumes of crimson had been replaced by mourning robes of purple.

The Pope was placed inside his silver coffin, and the altar of St. Peter's began to light the service. He crossed the body and the altar and asked the congregation to pray for the peace of your servant now awaiting resurrection with you, same of the day of the Last Judgment. Then the bearers lifted the body into the truck, and each cardinal in turn stepped forward to sprinkle it with holy water and give his own blessing.

The late encyclical Pius XII's "On the Christian soul" which, it was noted, did not prevent him from being a Pope of strong, invincible and heroic will. A parchment copy of the encyclical was placed in the coffin at the feet of Pius XII, along with twelve velvet bags containing specimens of all the Vatican coins and medals issued during his pontificate.

Then the three coffins were solemnly blessed by black hat members of the *Sacra Teologia*, the order who read the work in St. Peter's. The coffin was officially sealed by the Cardinal Camerlengo, the Vice-Chancellor of St. Peter's, and two other prelates. After two more prayers for the dead were recited, the coffin was taken back to the altar of the high altar and swung down by a pulley into the crypt. Here it was placed in a black white marble sarcophagus (p. 30) which will later be moved to St. Peter's new resting place, which is believed to be the place of Peter himself.



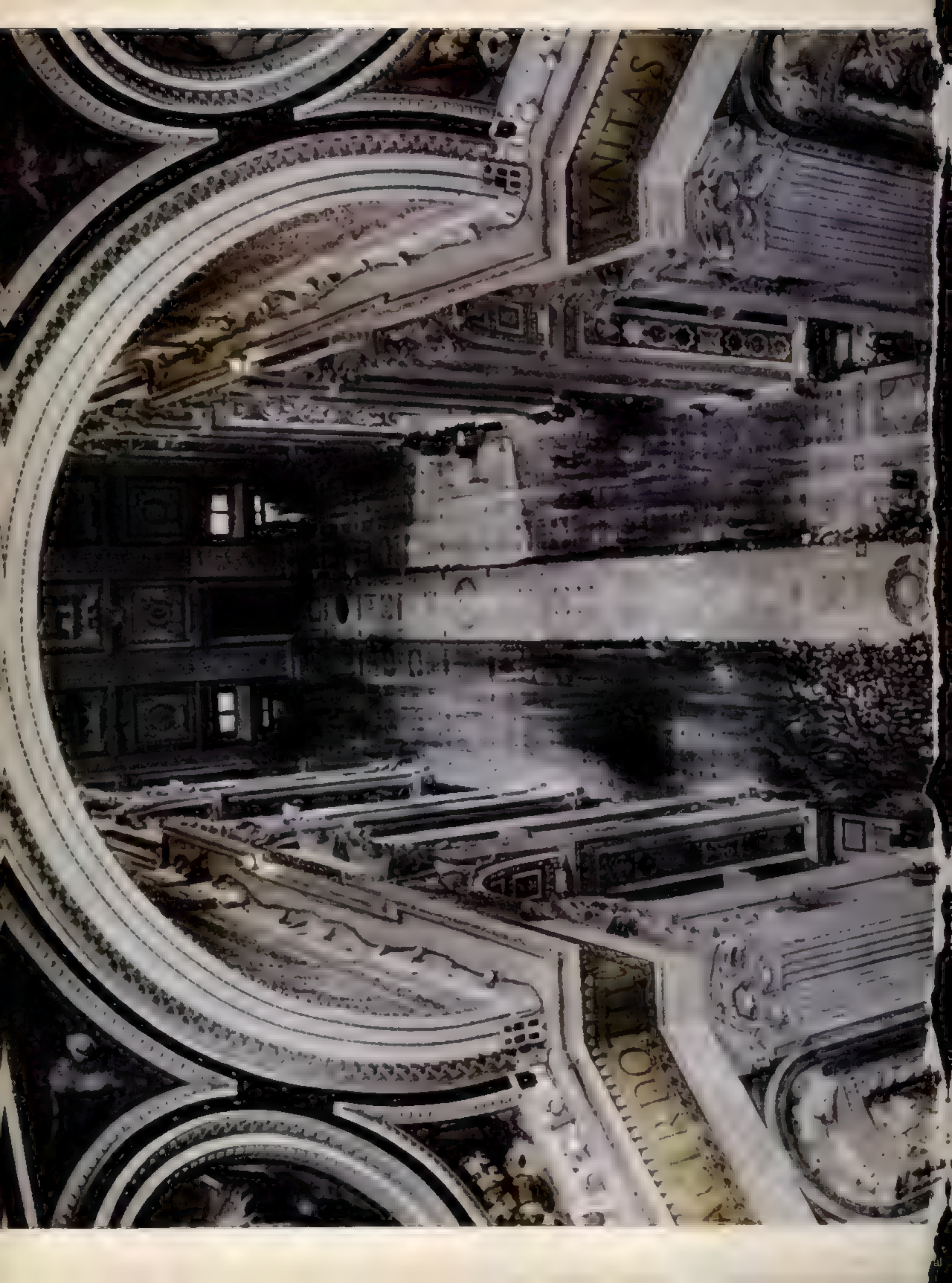
**MOURNERS IN U.S.:** President Eisenhower occupies a front-row pew as he attends pontifical Requiem Mass for Pius XII. Beside him are two of his special

envoys to the closing ceremonies honoring the late Pope in Rome: former Ambassador to Italy Clare Boothe Luce and Secretary of State John Foster Dulles.













**FROM MICHELANGELO'S DOME** in St. Peter's, mourners are seen entering the rough door at upper left, coming down the nave past Pius XII's

body on catafalque. They circle the tall bronze Bernini canopy over the high altar, and pass the catafalque again on way up nave. The two statues

behind stands used during the funeral are St. Longinus (*left*), the soldier whose spear pierced Christ's side, and St. Andrew the Apostle (*right*).

CONTINUED

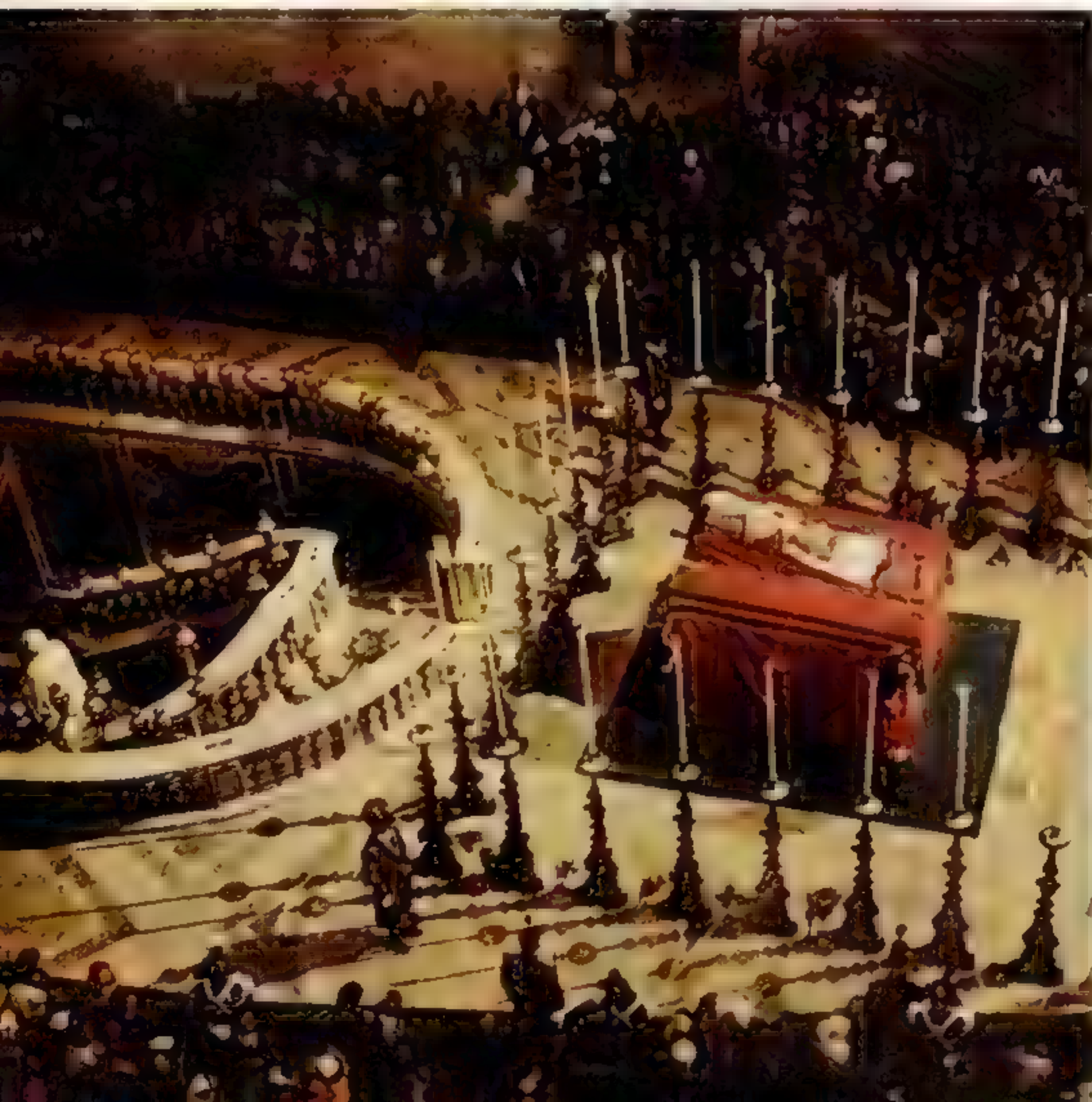




**LYING IN STATE** here in the Vatican, Pope John Paul II is shown in close-up, lying on a red velvet cushion. Below

is seen the funeral procession. The steps near the altar lead down into the crypt where he was interred.

**BORNE ON LITTER** (above), the Pope's body was moved to the altar of St. Peter's for funeral service.







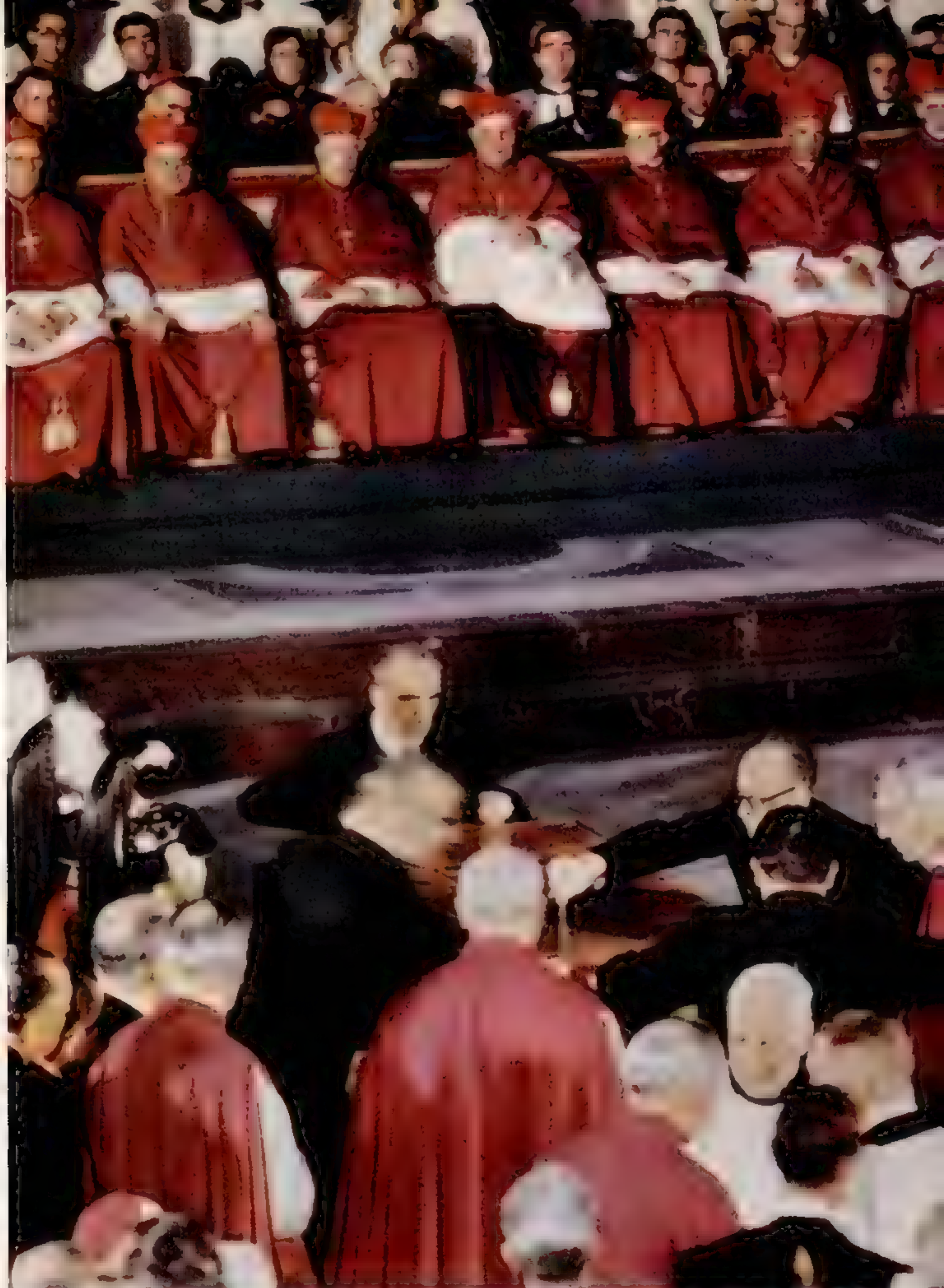
The same *sedari* (chair bearers) came to carry him on his portable throne during the six processions.

**LOWERED INTO COFFIN**, the Pope's body was taken from litter (right) and laid to rest by *sedari*.

At lower right in golden-embroidered vestments is Monsignor Peter van Luere, vicar of St. Peter's.







**CLOSING COFFIN.** Acknowledges the death of the deceased. Left: Cardinal McIntyre, of Los Angeles; Cardinal Ruffini, of Rome; Cardinal

of the fifth staff from left are at the papal positions. The Pope was buried in a triple coffin, the innermost of express second-class, or for of elm





**IN SIMPLE RESTING PLACE**, a contrast to the pomp of the funeral ceremony, the remains of the Pope lie in an austere crypt of a narrow, nameless

corridor where mourners come to kneel in reverent prayer. In plain inscription on the marble sarcophagus, letters P P stand for *Papa*, or Pope, in late Latin.





### BOURGUIBA'S BIG BLAST AT NASSER

Habib Bourguiba, pro-Western premier of Tunisia, delivered a bold challenge to the Arab leadership of anti-Western Gamal Nasser. Between the Tunisian and the Egyptian a political rivalry has for some time been building up. It came into the open when Bourguiba abruptly broke off diplomatic relations with Nasser's United Arab Republic. In a speech in Tunis, he declared Nasser's "megalomania" was sabotaging Arab unity. The break could be an important step by Bourguiba toward forming and perhaps leading a block of moderate Moslem countries in North Africa.

## A LOOK AT THE

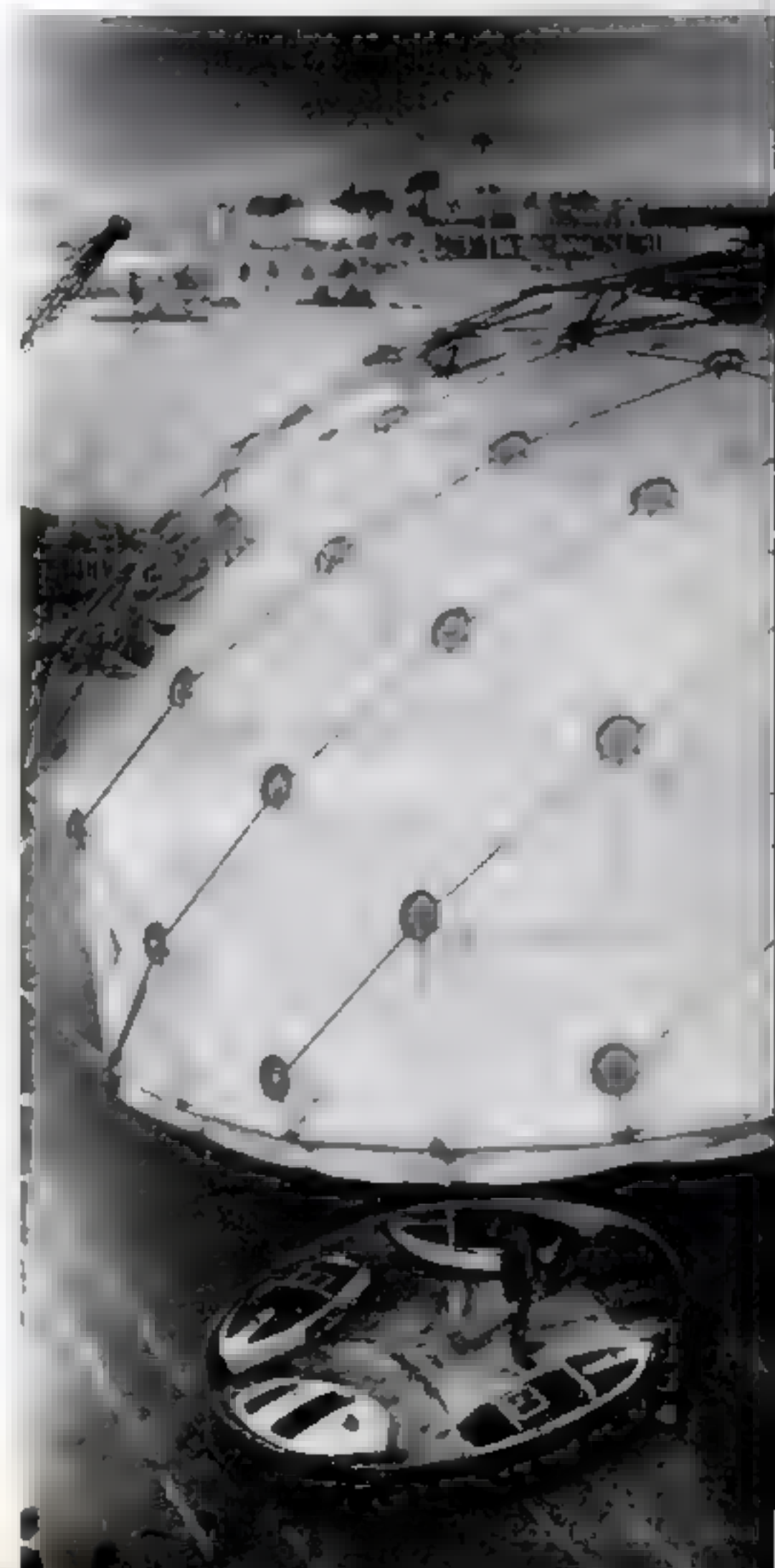


### TROUBLE DOOMS TV'S '21'

Marlene Manners (*left*) and Terry Ford, who guided contestants to booths on the TV quiz program *Twenty One*, read they are out of a job. The show was cancelled when repeated charges that contestants got help on questions pushed its audience rating to a new low.

### DOUBLE DOME IN DETROIT →

The odyssey of a huge geodesic dome, hauled across Detroit's Northland Shopping Center, is shown by a double-exposed photograph. At its old site (*rear*), the plastic dome was a summer theater; in the new (*foreground*), it will serve as a big top for a winter amusement park.





# WORLD'S WEEK

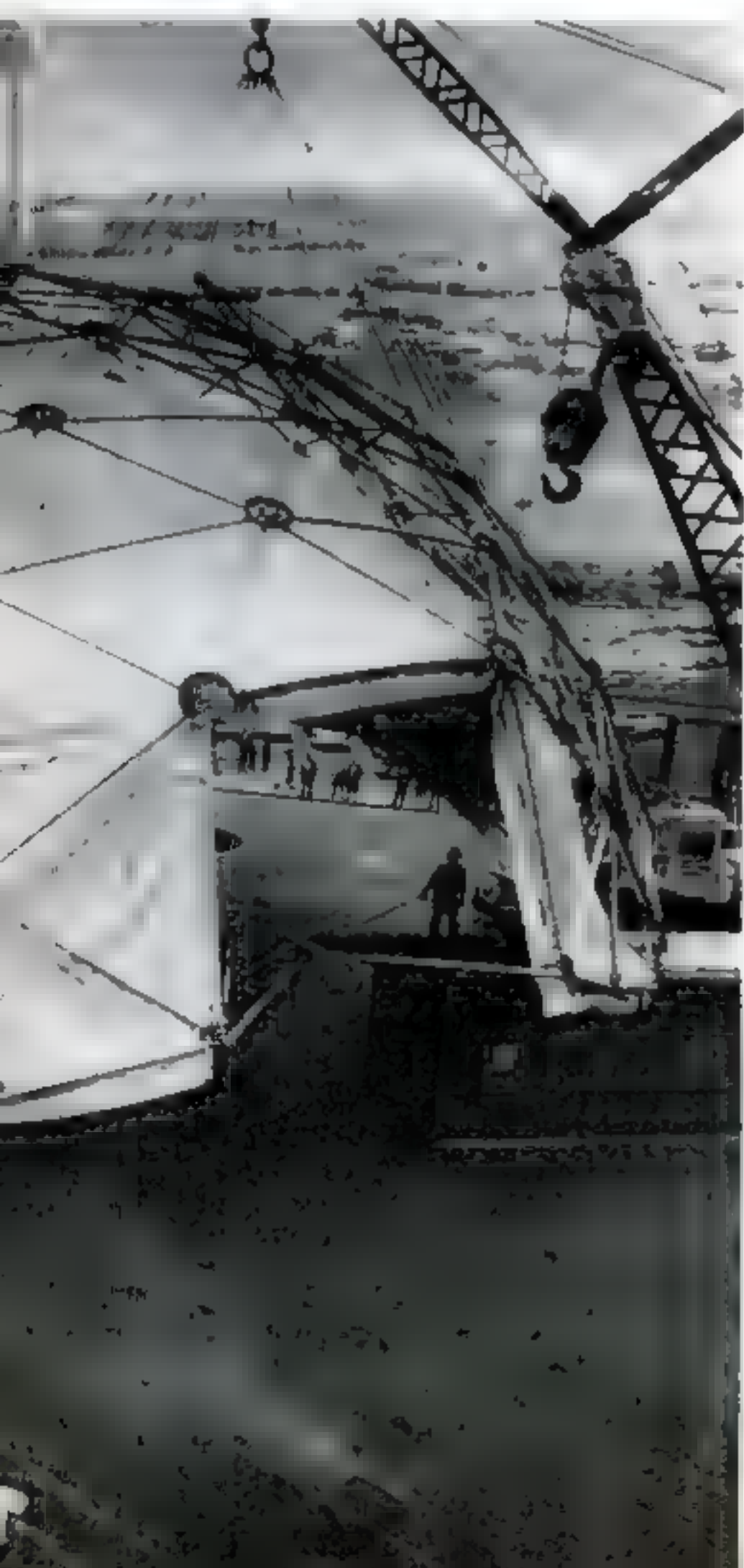


## ↑ RISING TO A POINT OF ORDER

At a meeting of Britain's Conservative party a heckler was deftly silenced when a Tory, briefly departing from accepted parliamentary procedure, clapped a hand over his mouth. He and others had disturbed Prime Minister Harold Macmillan's speech with cries and blasts on hunting horns.

## ← TRAGIC LANDING ON A HIGHWAY

Forced into an emergency night landing when his Air Force C-124 transport ran short of gas over a thickly settled Long Island suburb, the pilot set down on a highway. The plane plunged through an overpass, smashed three cars, came to rest after killing one person, injuring four others.



## SEALIFT TO SAFETY FOR QUEMOY STUDENTS

Jostling into the hull of a Chinese Nationalist LST, crowds of students from villages on the island of Quemoy began evacuation to safer quarters on Formosa. During the three weeks

cease-fire declared by the Red Chinese, Quemoy and other offshore islands are being resupplied and cleared for action in case the current talks in Warsaw fail and the Reds attack again.



## HIS BRAND OF MODERN POLITICS CAN DO MORE TO REVITALIZE IT THAN IKE'S POPULARITY

From the Republican standpoint, it is too bad Vice President Nixon is not running for office this year; he has emerged as his party's most effective campaigner. But Democrats, Independents and Americans in general might also spare a vote of thanks to Nixon—for until he began to point up the issues and inject a little zest into it, this campaign seemed on the point of boring the U.S. political system to death.

The polls and prophets point to large Democratic majorities both in the House and in the Senate. As in 1948, there is a large undecided vote and an upset is possible, as Nixon keeps pointing out. If it happens it will be as much Nixon's doing as 1948 was Truman's. If it does not, Nixon's attempt to sharpen party lines and toughen debate in this apathetic year will still have helped to revitalize the two-party system.

As always in an off-year election, national issues are warped by local accidents. A handful of Republican individualists—Knowland in California, O'Neill in Ohio, Goldwater in Arizona—are campaigning so hard on the "right-to-work" issue they make it seem more national—and more Republican—than it really is. By contrast Nelson Rockefeller, the Republicans' brightest new face, hopes to win New York by avoiding issues that might stamp him as a Republican of any kind. All such variables apart, a national puzzle remains to be accounted for. The country is prosperous and at peace, crops are good and incomes are rising. Then why do the voters seem so set on voting against the Administration party?

LIFE asked its leading political correspondents for their answers. Our Atlanta bureau chief replied, "The Republicans are doing poorly in the South for one very basic reason: they are Republicans." Other replies indicate that this reason holds outside of the Solid South as well. Despite six years of Eisenhower, the old image of a stand-pat rich man's G.O.P. remains fixed in the independent mind. Perhaps Ike's efforts to modernize the image have been too sporadic; perhaps the party's troglodytes have made the job too tough. In any case the oldtime Republican religion, so irrelevant to the problems of the space age, gains nothing from the fact that the oldtime Democratic religion of the New and Fair Deal is irrelevant too.

What's boring people is the anachronism of these old battle cries and the scarcity of any new ones. And, if that's the case, one could well argue the opposite of the Atlanta explanation: perhaps the Republicans are in trouble because they aren't Republican enough.

That is Richard Nixon's explanation, and he is doing his best to correct it. He is stumping the country to kindle his party's state organizations by reminding them that there is a modern Republican line and a modern Republican case. He is never anachronistic, and never guilty of those ponderous ineptitudes to which so many of his fellow Republicans are prone. On both of the campaign's two major national issues, he has taken a clear and professional Republican position.

First is the pocketbook issue. Nixon argues that Eisenhower's six years have been the most prosperous in our history; that there are more jobs at higher real wages today than ever; that personal income and savings are at their all-time peak. The party solons, after their recent White House meeting, managed to gum up this issue by warning the people against New Deal "socialism." This label ill fits the type of "safe" and routine candidates (Frank Hogan, Tom Dodd, Pat Brown, *et al.*) the Democrats are putting forward in such numbers this year. But apart from that, the word is poor politics and Nixon eschews it. While attacking "the radical A.D.A. type of Democrat," he concentrates on the real economic problem: how to control

the swollen federal budget. Nixon says that Democratic free-spending will "raise your taxes, cheapen your money and stifle the new investment and enterprise which means more jobs and more progress for the American people." The Republican record on this issue is certainly better than the Democratic; but Nixon makes the case still better by proposing a bold tax reform, which would increase federal revenues, as well as prosperity, by stimulating "maximum business growth."

The recession left many voters with unpaid bills and the recovery may be too late to do the Republicans much good. Union members, small farmers and lower income groups in general still think of the Republican party as big business's friend, not theirs. This old and potent political fact will change only as all classes come to know and feel their stake in the common prosperity. Nixon's reasoned preachments of progress and expansion are more likely to bring about this change than relighting the battles of the New and Fair Deal.

Bigger than the pocketbook issue is foreign policy (*see p. 20, 21*). Instead of turning it to advantage—both Ike and Secretary Dulles tried to declare it out of bounds, on the old half-true theory that politics should stop at the water's edge, Nixon, by contrast, has been playing this issue hard: "the Administration has kept the peace without surrendering principle or territory." He says that foreign policy *ought* to be debated, especially when you are electing senators who are going to help make it. Indeed Nixon himself is helping to make it: by his vigorous defense of our Quemoy policy, he offset some of the pressures on Dulles and the President to weaken their stand. The logic of the Vice President's position has fortunately forced the President to end his stuffy nonpartisan bit and endorse Nixon's campaign.

In addition to a strong case on economics and foreign policy, the Republicans have a third potential asset: theirs is the most beloved President in several generations. There is no evidence that Ike's personal popularity has faded and in what? But there is evidence that it is no longer synonymous with respect for his leadership. That is a new reason why he cannot turn his popularity into votes for other Republicans.

Ike's actual record of national leadership is not hard to defend. This year he has been firm and successful in handling his legislative program, the recession, Lebanon and Quemoy, and many a lesser issue. But his personal modesty and nonpartisan instincts have fuzzed the edges of his success. His is leadership without drama or even a clear profile.

Nixon, who knows how the President operates, calls this criticism of his leadership a "myth of the ivory tower set." But our correspondents confirm the widespread disenchantment. In any case the President's leadership is more divorced from party politics than the kind the American system is accustomed to. Millions of his admirers don't even think of him as a Republican. Yet party politics is the medium in which issues are clarified, and leadership is dramatized, to the people of a democracy.

As for Nixon, some of his supposed well-wishers have been sympathizing with his supposed "dilemma": that the partisan tactics he must employ to kindle the Republican faithful in '58 must "diminish his stature as a statesman and potential President" in 1960. This is nonsense. Nixon is not running in a popularity contest. He is a politician and a damn good one; and there are two fine old American institutions that stand in need of just that. One is the Republican party and the other is the Presidency. Nixon is doing all one man can to update and repoliticize his party. When—and if—his turn comes to lead that party, it will be a sharper and sounder instrument for his bid to lead the nation.





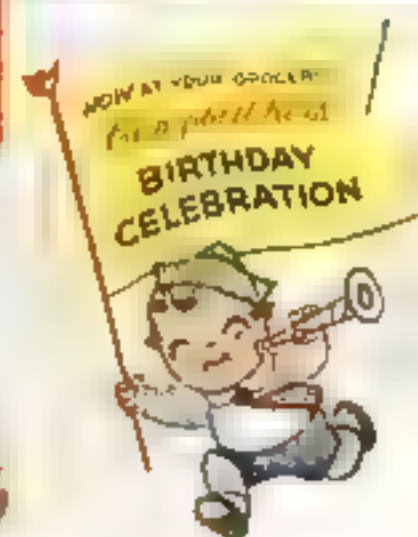
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Campbell's Soups are good for you!



**TASTES SO GOOD...YOU'LL ENJOY IT TIME AND TIME AGAIN!** Every sunny bowlful gives you fragrant, golden broth . . . tender pieces of the best parts of the chicken . . . fluffy, long-grain rice. All delicately seasoned the Campbell way for that delicious flavor. Treat yourself to a generous helping of Campbell's Chicken with Rice Soup. And remember, there are 21 delicious Campbell's Soups to help you enjoy the happy habit. . . .

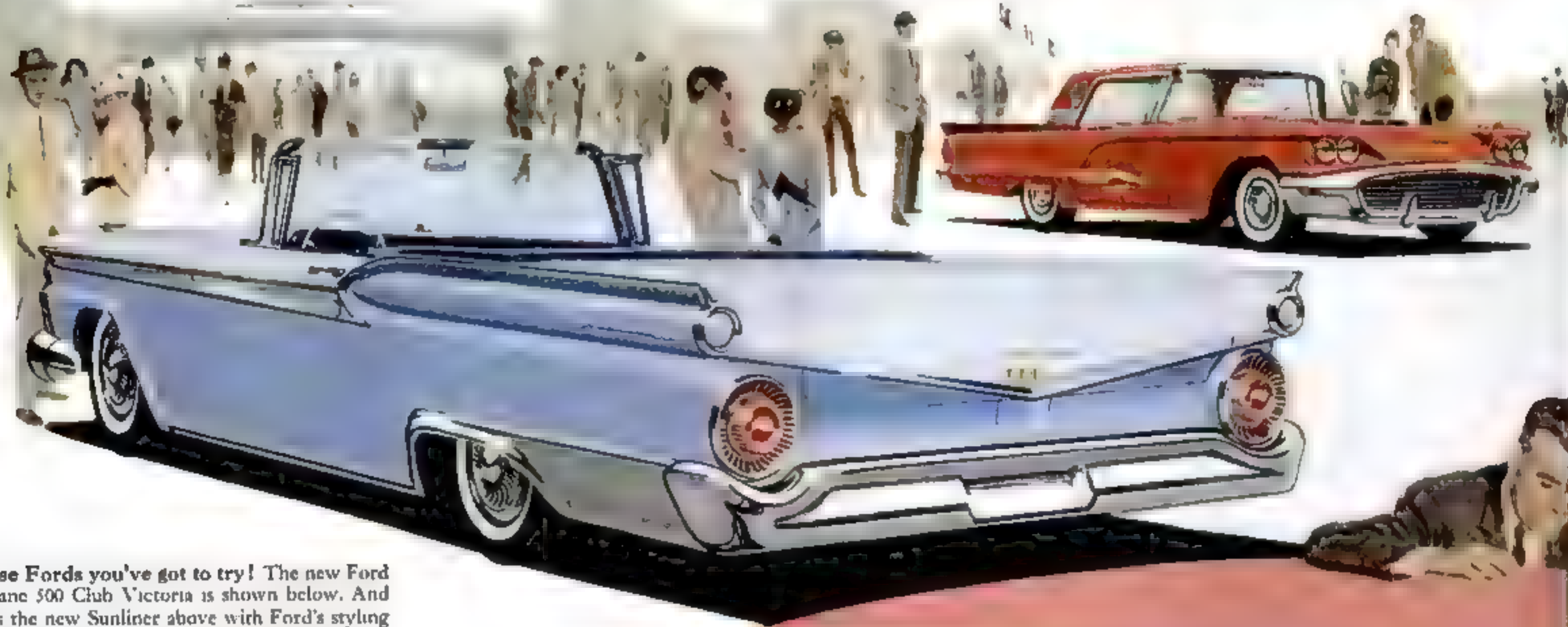
ONCE A DAY...EVERY DAY...SOUP!

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# For 59, Ford presents the WORLD'S BEAUTIFULLY



These Fords you've got to try! The new Ford Fairlane 500 Club Victoria is shown below. And that's the new Sunliner above with Ford's styling inspiration, the 4-passenger Thunderbird. Across the page...the new Fordor Country Sedan.



AWARDED THE GOLD MEDAL  
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proportions—at the  
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## the 59 FORDS

Get that NEW FORD FEELING 



# MOST PROPORTIONED CARS



Altogether new in everything you see, feel or touch  
—with new economy for today's driving

Every so often a car is born so perfect in proportion that it is universally acclaimed a classic. Such a car is the 59 Ford . . . awarded the Gold Medal of the Comité Français de L'Élégance at the Brussels World's Fair for styling excellence.

You'll find elegant, distinctively new lines on each of Ford's 19 new models . . . lines that clearly reflect Thunderbird breeding. You'll find more glass area . . . a slimmer roof-line . . . more length . . . a new Diamond Lustre Finish, the most durable finish on any car today!

You'll get more responsive power at the speeds where you need it *most*—30 to 70 m.p.h. And you'll get the economy of *regular gas* because all standard Ford engines—Six or Thunderbird V-8—thrive on regular. New aluminized mufflers will normally last twice as long as conventional types. Full-flow oil filtration means changing oil only every 4000 miles.

And this altogether new 1959 car with all its newness, fresh styling, and true economy, is still a masterpiece of underpricing!



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*(Come as you are!)*

Even if you hate costume parties, you should put in an appearance. Just for the refreshments.

They're serving THE HIGHBALL. Goblets of smooth, mellow-gold, bright-tasting Four Roses. Never before was Knighthood in such flower!

As Sir Lancelot is saying to General Howe "Such rarity of flavor, unlord, seems that we were born centuries too soon!"

But it's never too soon to join the Four Roses Society and enjoy the perfect distillation

*Four Roses...same great quality, new popular price!*







**ANTI-SEMITIC RALLY**, held on the steps of the Chattanooga, Tenn. county courthouse in 1954, was attended by Richard and Robert Bowling (arrows).

Both men were indicted in Atlanta last week for bombing of synagogue. The banners belong to the Christian Anti-Jewish Party which sponsored the rally.

## VIOLENT ACT OF ANTI-SEMITISM IN THE SOUTH

**A bombing wrecks a synagogue in Atlanta as a new party of racists carries on with an ugly idea**

The forces of bigotry in the South, which have grown bolder and uglier during the long fight over segregation, struck last week at another target. Just a week after the bombing of the Clinton, Tenn. high school (*LIFE*, Oct. 20), an explosion rocked a synagogue in Atlanta and focused the nation's attention on a violent and well-organized wave of anti-Semitism, southern style. After a series of arrests, five men were indicted by an Atlanta grand jury. All of them are reportedly connected with a new rabble-rousing organization known as the National States Rights Party (*next page*). Two of the five have shown up before in Chattanooga as participants in an anti-Semitic demonstration (*above*). "We believe,"

says the platform of their new party, "in the creation of a wholesome White Folk Community."

Many southerners were quick to condemn the outrage in Atlanta, which was the fourth similar bombing in the South in the past year. "It is the harvest," wrote Atlanta *Constitution* Editor Ralph McGill, "of defiance of courts and the encouragement of citizens to defy law on the part of many southern politicians." Money to help rebuild the Jewish temple came pouring in from southerners of all faiths. The congregation, holding its next services in the damaged sanctuary, heard a sermon whose text was taken from Micah 4:4: "And none shall make them afraid."

**DAMAGE TO SYNAGOGUE, CALLED "THE TEMPLE," IS ESTIMATED AT \$200,000. BOMB LEFT GAPING HOLE IN THE WALL AND SHATTERED CONCRETE PILLARS**







**FIVE SUSPECTS** in looking await courthouse hearing. From left they are George B. Light, Wallace Allen, Luther C. Cady, Kenneth G. Gilly, Robert Bowling.

Corley was released. He stands along with Bowling's brother Rick, who is indicted. It found guilty they and 100 for Georgia law, he said, he said.

## A GROUP OF TROUBLEMAKING BIGOTS WITH OVERSIZED AMBITIONS

Quick work by the Atlanta police and by the FBI, which had sent agents in from all over the South, uncovered evidence that the synagogue bombing was not just a local affair. Though the five men indicted were all Atlantans, police believe that the explosives and the man who set them off were both imported from Alabama. The incident had obviously been very carefully planned. Synagogue construction had been studied to determine the best place to plant the bomb. The bombing itself was done during a big football weekend which brought so many people in to town that if any strangers would go unnoticed.

Aiding the police in their work was the Anti-Defamation League, a Jewish organization which keeps close tabs on anti-Semitic activities.

According to the League, the five men indicted have a record of anti-Semitism. They are all associated with the National States Rights Party, a conglomerate of racist crackpots drawn together this year from organizations like the Christian Anti-Jewish Party. Though small in size, the new party probably has more than 100 active members. It has attracted some notable as well as ill events. The party's present mission is to build up and show its strength. Its eventual mission is apparently to rid the U.S. of Negroes and Jews on the grounds that each and every is a Communist Jewish conspiracy. The South, beset with an ethnic race problem it scarcely had a chance to solve, now had on its mind a group long regarded as harmless crackpots, but now fighting a dangerous



**A TOP LEADER** of National States Rights Party, says Anti-Defamation League is Edward Fields, here picketing Army Secretary over Little Rock.



**PRESIDENTIAL CANDIDATE** proposed by National States Rights Party for 1960 retired Admiral John Cronin, who ran in 1956. He was elected Alabama primary for governor. He served with distinction against Japanese-led Navy that meant service in location. Has been outspoken in Senate.



**STAR SPEAKER** a convicted of National States Rights Party this year was John Kasper, who was sent to jail for his role in the Little Rock





When her eyes  
say something  
special to you  
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This "Goddess" is faceted to gleam like the sun. Yellow or white. \$45

...give her beauty  
that flows around her wrist  
like a golden caress



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from **\$39<sup>75</sup>**

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Attractive faceted design on separate watch and bracelet. Yellow or white. \$49.50

Left: Same version with matching bracelet. Yellow or white. \$39.75

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SURROUNDED BY THICK FOG, AS IT WAS DURING THE ATTEMPTED ESCAPE, ALCATRAZ IS APPROACHED BY A PRESS BOAT DURING THE SEARCH FOR BURGETT

## TRY FOR BREAK ON THE UNBREAKABLE 'ROCK'



CONVICT BURGETT, shown in prison mugshot, had record of 10 years

Alcatraz, that bleak, gray island prison on an island in San Francisco Bay, is just about as escape-proof as any prison in the world. But on a foggy day three weeks ago, in spite of the barbed wire, machine guns and treacherous water surrounding the Rock, two men got out on a leap-up detail suddenly overpowered and tied him up and made a break for it.

The men were well prepared with little plastic water wings and plywood flippers concealed in their clothing. But as the sentries started to start a search of the island, one convict lost his nerve and was found an hour later shivering in the fog on the Alcatraz shore. He was immediately clamped into solitary confinement. Of the other, a 26-year-old stickup artist named Aaron Burgett, there was no sign. While the FBI, the Coast Guard, skiffs and Bay Area police searched for him, his pals on the Rock kept hoping that he had made it. Then last week a sharp-eyed guard on Alcatraz saw something floating in the water 100 yards away. It was the body of Burgett. The flippers still taped to his shoes. Prison officials guessed he had drowned soon after crossing the water worn out by the strong bay tide and the bitter cold.



WOODEN FLIPPERS found on shore were said to be Burgett's

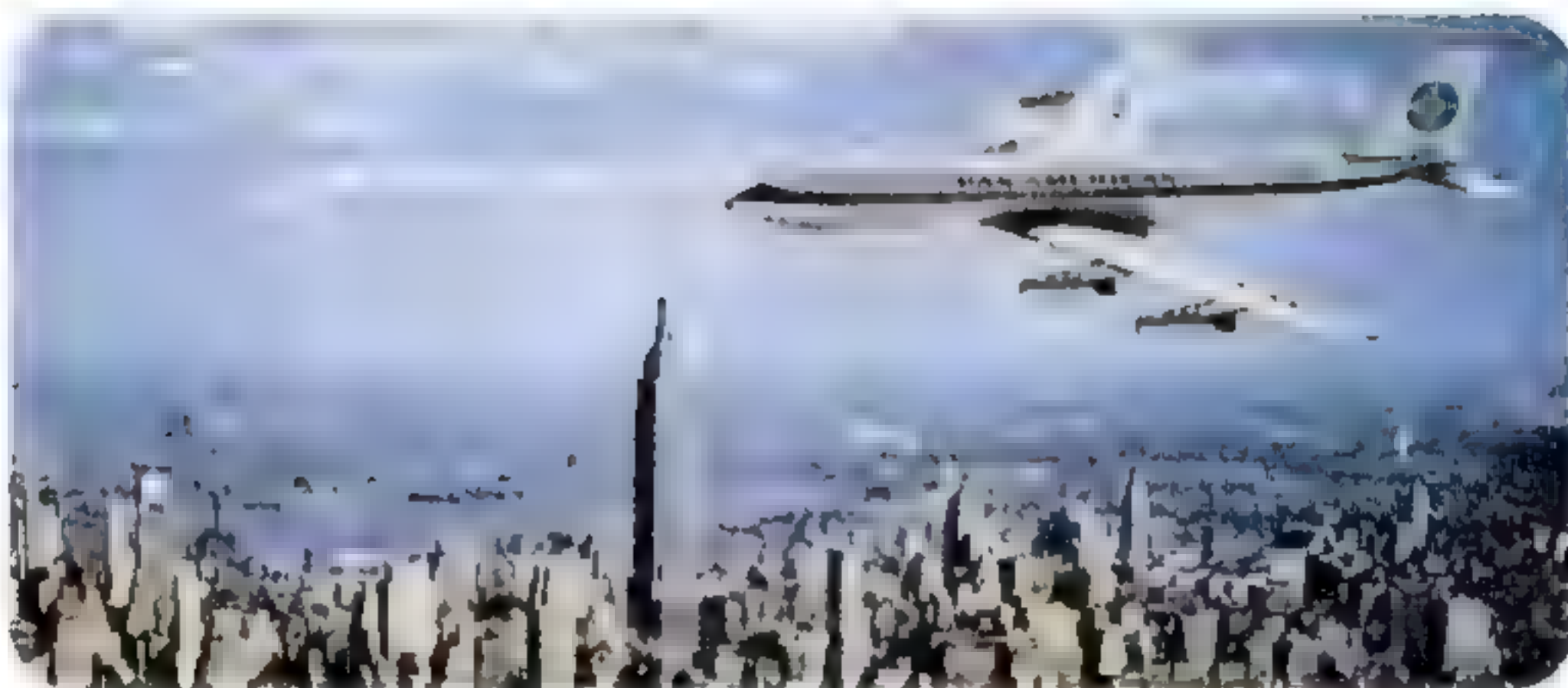
AERIAL VIEW SHOWS DIRECTION OF THE TIDE AND DISTANCES FROM ALCATRAZ TO SURROUNDING LAND WHICH MADE BURGETT'S ESCAPE ALMOST IMPOSSIBLE





# V MEN OF AMERICA: JET CLIPPER CREW

*Live-action shots aboard  
America's first Jet Airliner  
Pan American's Boeing 707.  
6½ hours—New York to London.*



*Swept wing liner miles above the ground  
Spanning oceans close to speed of sound*



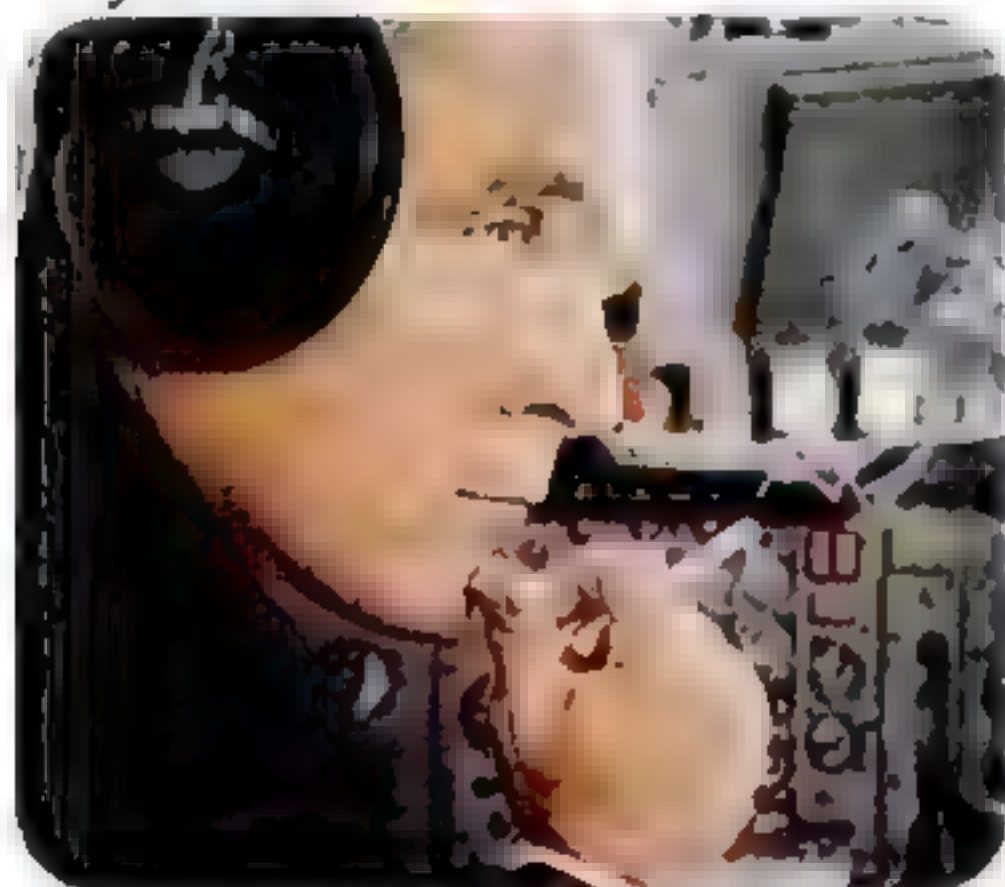
*On the New York—London run  
you'll find a man*



*Stops and takes big pleasure when and  
where he can... Chesterfield!*



*Always the top-tobacco, straight Grade-A,  
the top-tobacco in the U. S. A.*



*This sun-drenched top-tobacco's  
gonna mean...*



*That you're smokin' smoother and  
you're smokin' clean!*



*The very best tobacco in the U. S. A.  
gives you big clean flavor in a big, big way.*

*When you've earned a smoke—nothing satisfies like the*  
**BIG CLEAN TASTE OF TOP-TOBACCO!**

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REGULAR

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incredible! dainty oval mirror-case with lipstick refill

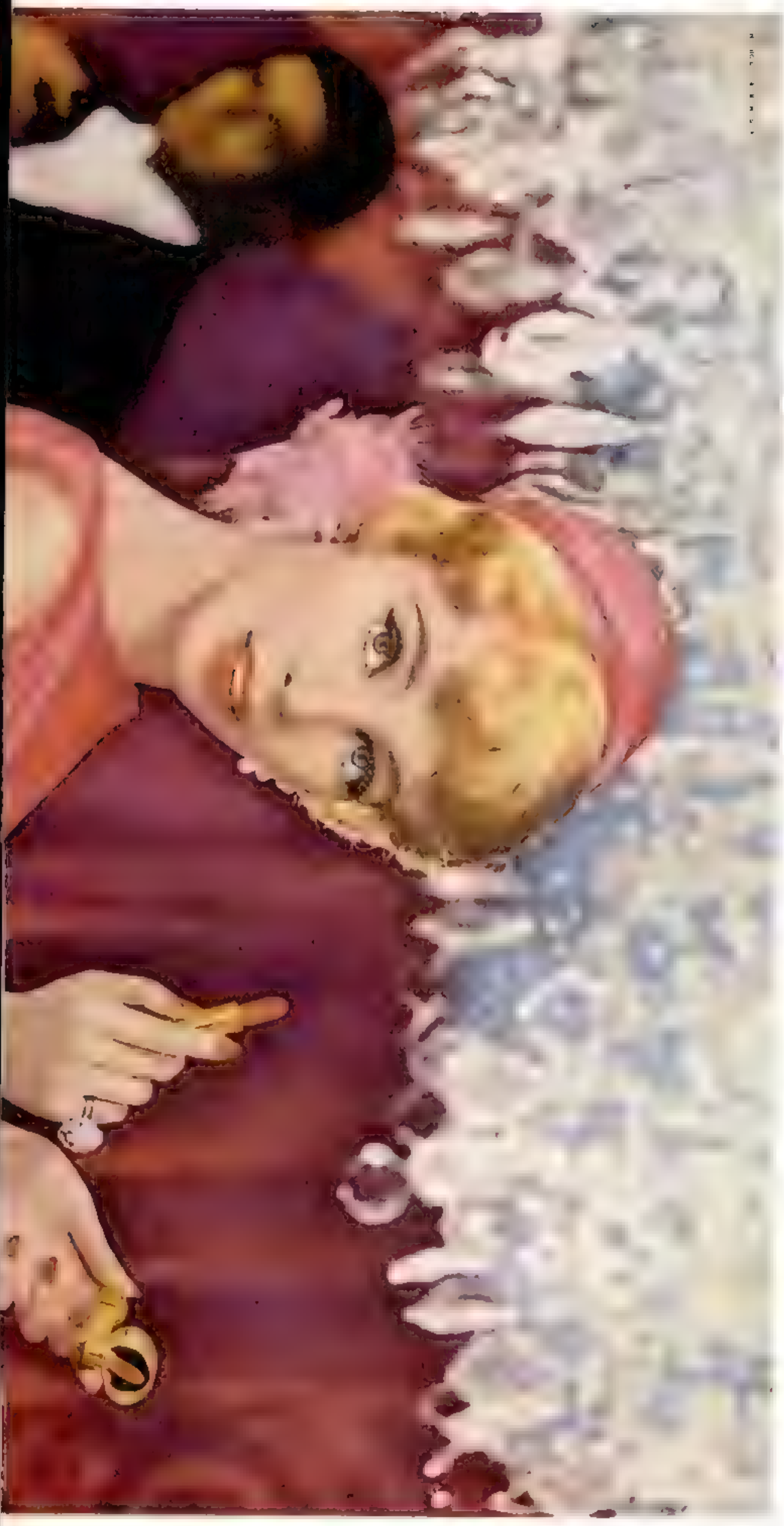
The Case for Elegance! You feel so chic with Hi-Society® by Max Factor! Also available that this dainty oval case in—state a new high-sheen lipstick and mirror! The Case for Ease! A flick of your fingertip—and before your eyes—you have lipstick and mirror!

The Case for Fashion! A brand new creamy moist lipstick formula, Hi-Society colors your lips with the high-sheen so fashionable now! Refills in eleven luminous shades!

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ON HUDSON VOYAGE "SANTA PAULA" MAKES SHARP TURN AROUND POINT WHICH GAVE WEST POINT ITS NAME, SAILS BENEATH ACADEMY'S PARADE GROUNDS

## BIGGEST BOAT UP THE RIVER

People up and down the Hudson River were startled last week by a new sight. A 20,000-ton passenger liner had sailed into New York harbor and run right past the city up to Albany.

The *Santa Paula*, which was on a shakedown cruise, is the largest passenger liner ever to make the trip. She had to pass under nine bridges, one of which was just 15 feet above

the mast. At another place she had one foot of water beneath her keel. On the last third of the trip, the captain could not have turned back if he had wanted to because there was no place in the 300-foot-wide channel to swing his 585-foot ship around. At Albany, *Santa Paula*, which had made the trip as a stunt, turned back to New York for her maiden sea voyage.



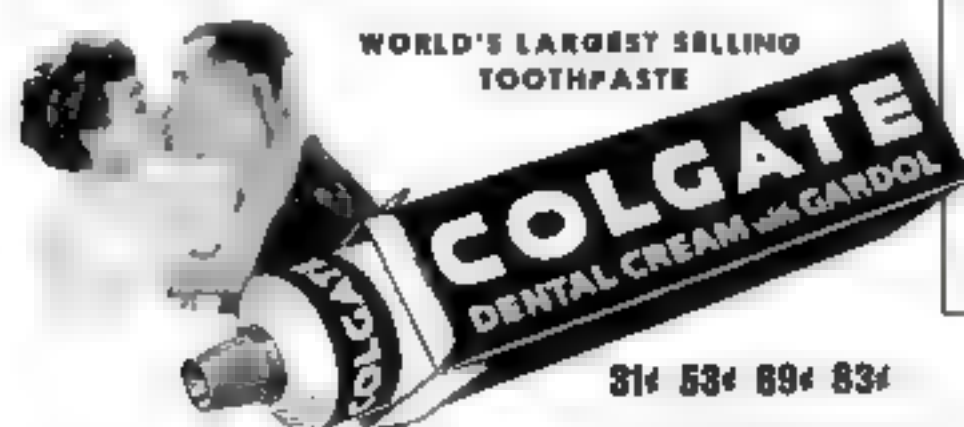


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\*Brushing for brushing, it's the surest protection ever offered by any toothpaste! Because of all leading toothpastes, only Colgate contains Gardol!

**FIGHTS BOTH BAD BREATH AND TOOTH DECAY ALL DAY!**

Colgate with Gardol is backed by published results of 2-year clinical research on the reduction of tooth decay. And of all leading toothpastes, only Colgate contains Gardol to form an invisible, protective shield around your teeth that fights decay all day. Colgate stops mouth odor all day for most people, too! Ask your dentist how often to brush your teeth. And remember to brush with Colgate Dental Cream!

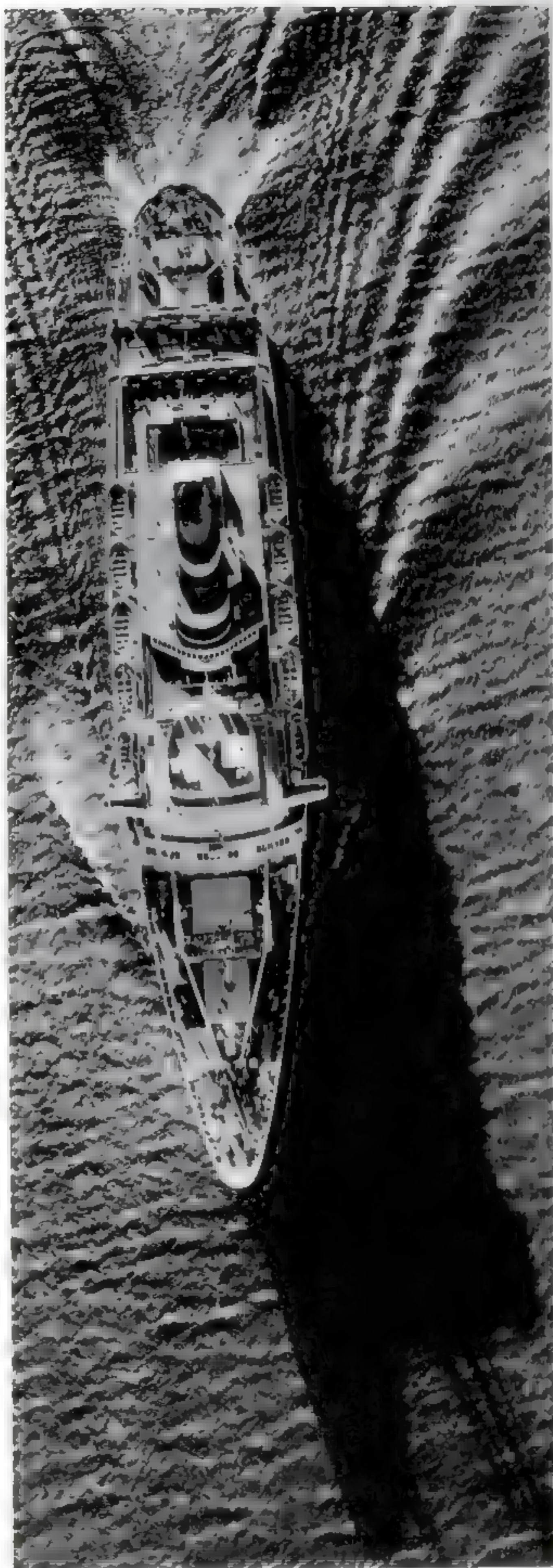


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FROM THREE BRANES AFTER COLGATE. GARDOL IS EPLANT'S TRADE-MARK FOR SODIUM FLUORIDE. GARDOLMATE.

**CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH**

**BOAT UP RIVER** CONTINUED



ON "SANTA PAULA'S" DECKS are lounges, deck chairs, largest indoor pool (31½×22½ feet) on any ship. Built for Grace Line by Newport News Shipbuilding and Drydock Co., she will carry 300 passengers on Caribbean cruises.





*For today's new patterns in living... New designs for financial security from New York Life!*

Whole Life Policy offers \$10,000 family protection now—retirement income later!



Homes, nowadays, are designed to combine charm with convenience—planned to meet the changes in every family's needs. And your family's financial set-up can be equally modern—just as efficiently planned to provide protection now, as well as security for the years to come.

That's the kind of security New York Life's Whole Life insurance is designed to provide. Its \$10,000 minimum face amount assures your family immediate cash, if you should die. Throughout your life, while your policy is in force, it keeps building cash values for emergency use. Or when you reach retirement age, these cash values can pay you a generous income for the rest of your life!

Best of all, your monthly outlay for all these benefits is in tune with today's prudent budgets. The monthly premium for a \$10,000 policy, issued at age 30, is only \$17.70—only \$17.20 under Check-O-Matic, New York Life's special monthly premium payment plan. Issued at other ages, the premium is correspondingly low. And dividends, as declared, can reduce payments further.

Ask your New York Life agent about Whole Life insurance or write direct to the address below.

*The New York Life agent in your community is a good man to know.*

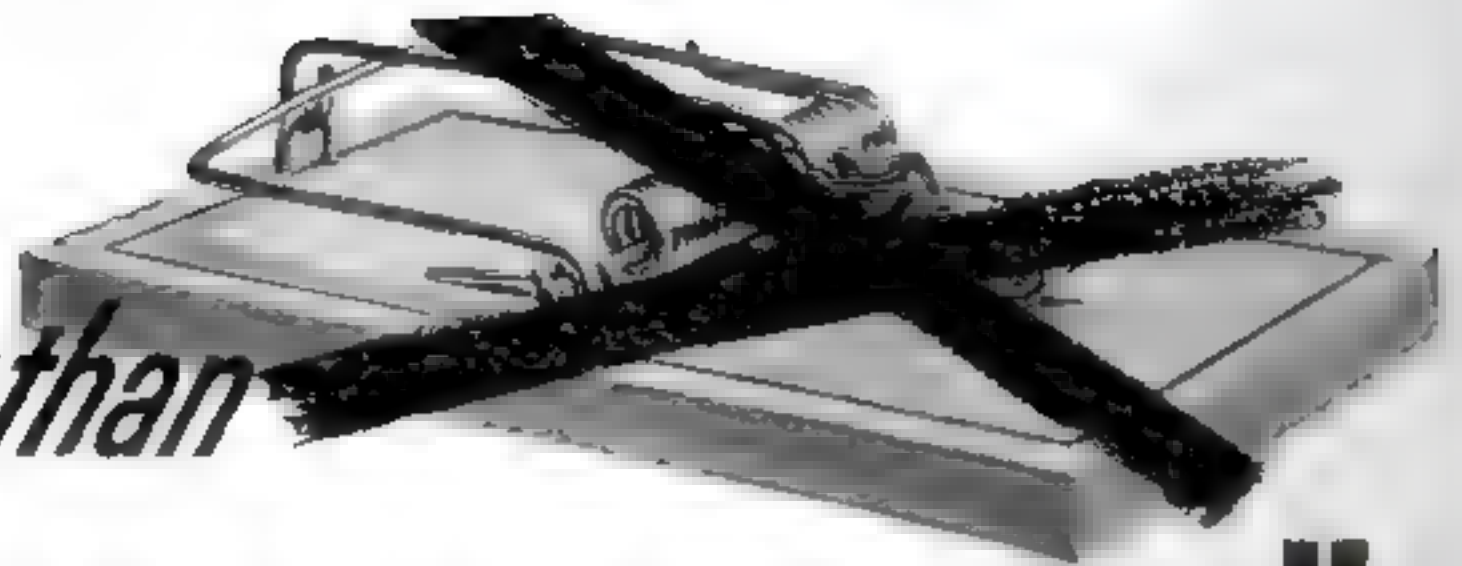


**New York Life Insurance Company**

Dept. L-41, 51 Madison Avenue, New York 10, N. Y. • (In Canada: 320 Bay Street, Toronto, Ontario)  
Life Insurance • Group Insurance • Annuities • Accident & Sickness Insurance • Pension Plans



# *We've built something better than* **A "BETTER MOUSE TRAP"**



**EXCLUSIVE  
LX 3-2-1 FORMULA TO  
KILL RATS!**

**MAKES RATS AND MICE  
COMMIT SUICIDE!**

- Fast, Clean, Easy to Use!
- Killing Ingredient Recommended By U.S. Government Authorities!
- No more traps, messy pastes!
- Will not cause bait-shyness!
- d-CON outsells all other rat and mouse killers combined!

**Guaranteed by  
Good Housekeeping**  
IF NOT AS ADVERTISED THEREIN

**EXCLUSIVE  
PATENTED PROCESS FORMULA TO  
KILL MICE!**

**Guaranteed by  
Good Housekeeping**  
IF NOT AS ADVERTISED THEREIN

**If You Have A Rat Problem...YOU WANT d-CON.** Because rats can't resist d-CON's exclusive formula LX 3-2-1—never get bait-shy—devour it hungrily—eat themselves to death—painlessly! Yes, d-CON actually makes rats commit suicide! So to get rid of rats once and for all—to end your rat problem forever\*—get d-CON!

**If You Have A Mouse Problem...YOU WANT d-CON MOUSE-PRUFE.** Because MOUSE-PRUFE is the fastest, cleanest, easiest way to rid your home of mice forever.\* Simple to use... just pull tab—bait feeds automatically. Mice hungrily eat MOUSE-PRUFE because of its special patented-process formula... eat themselves to death—painlessly!

**MONEY BACK GUARANTEE...SAFE TO USE...**

\*d-CON products, used as directed, are safe to use around the smallest child, pets, poultry and livestock, and are guaranteed to rid your property of rats and mice forever. d-CON products must live up to every claim made for their effectiveness or your money back.







**CIRCLED BY FAMILY**, newly returned father, Wayne Powers, takes it easy on bed. Counterclockwise from his

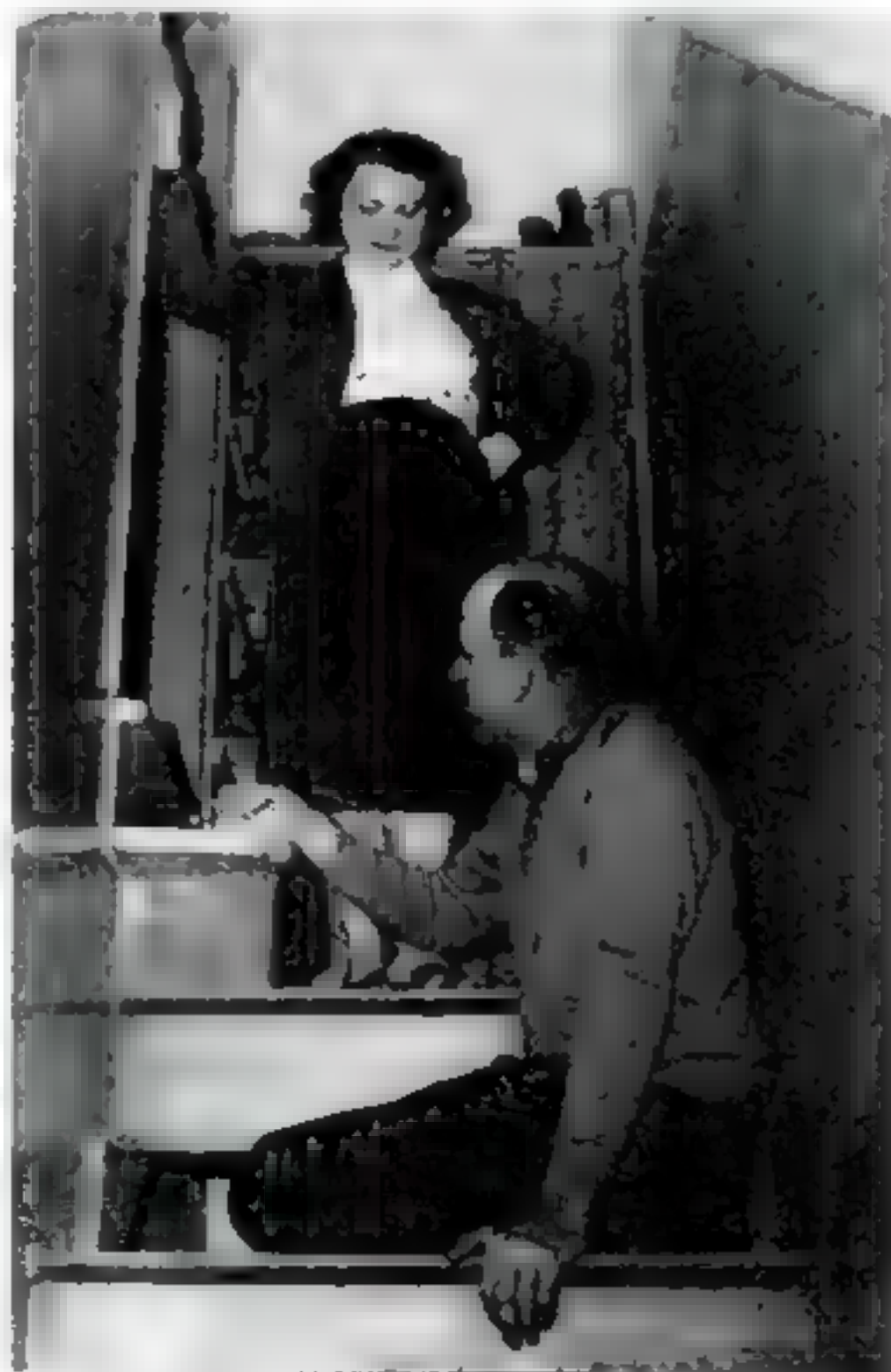
right, the five children are: Dorothy, 12, Harry, 4, Jimmy, 10, Douglas, 8, and Freddy, 2, held in his mother's arms.

## EX-GI RENEWS A FRENCH LEAVE

For Wayne Powers, home was never like this before. Instead of hiding under the stairs (*LIFE*, April 7), he was free to relax around the house with his family (*above*). Instead of skulking around Mont d'Origny at night, he could stroll openly in the French village with Yvette Bleuse, the mother of his five children.

Powers, now almost a legendary figure, is the U.S. Army private who took French leave of his outfit back in 1944 to live with Yvette, and hid out in her house for 13 years while she worked to support their growing family. Caught last spring, Powers was convicted of desertion, dishonorably discharged and given six months at hard labor. Last week he was freed by the Army. Back in Mont d'Origny he began hunting a job as a mechanic. "The first thing Yvette and I are going to do," he said stoutly, "is get married."

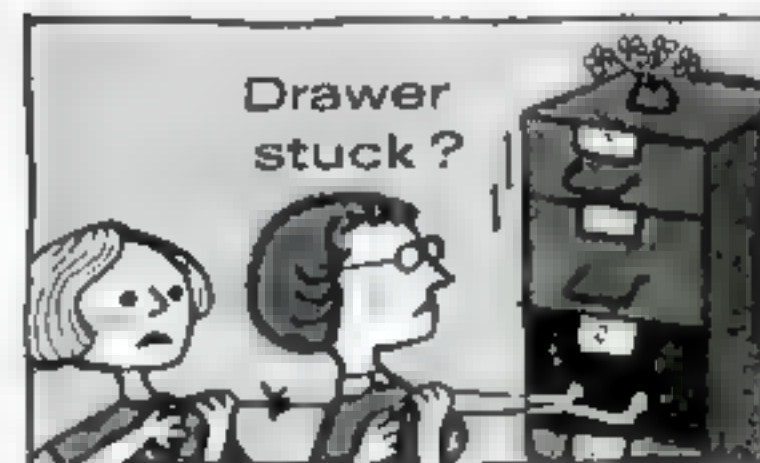
**IN OLD HAUNT**, Powers climbs into hole under the stairs where he hid whenever strangers came to Yvette's house.



## FIX-IT TIPS with "3-in-One" oil



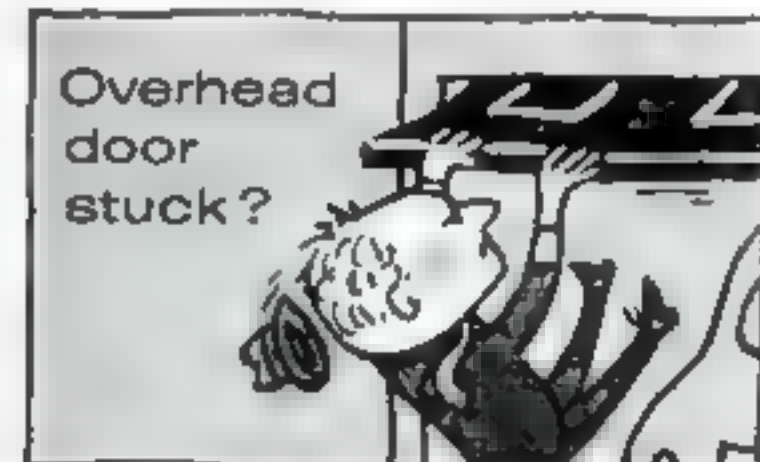
Free it with "3-in-One" Electric Motor Oil. Penetrates, lubricates. Just right for all heavy-duty uses.



Free metal drawers fast with "3-in-One" oil. Works into hard-to-get-at places. Lubrication lasts months. Clean—not sticky.



Keep it moving with "3-in-One" oil. Clean working. Doesn't gum up. Perfect for even the most delicate machinery.

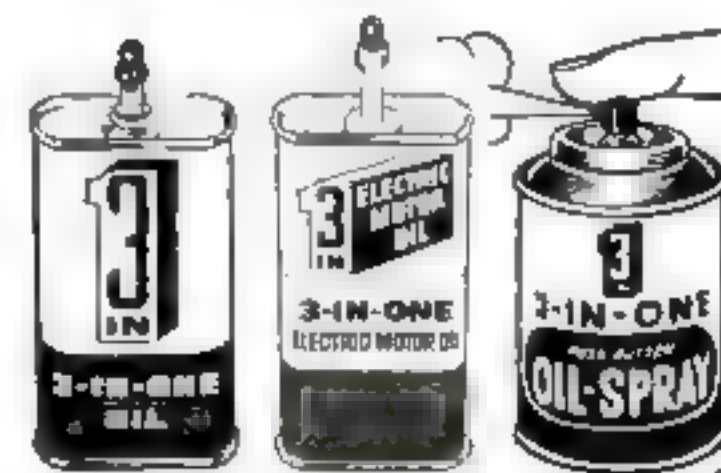


Limber it up with "3 in-One" on springs, tracks, and rollers. New Oil-Spray can makes it easy to oil hard-to-reach places.

### "3-IN-ONE"

is the one oil that:

**POLISHES**  
**PENETRATES**  
**LUBRICATES**  
**PREVENTS RUST**



You need all three: "Regular" for most household items; "Electric Motor Oil" for heavy-duty; new handy spray can for hard-to-get-at places.

CONTINUED



# A FINE HOME ORGAN AND HI-FI PHONOGRAPH WITH STEREO SOUND

## NEW Thomas HOME MUSIC CENTER!



The phonograph is your  
"BUILT-IN TEACHER"  
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**ELECTRONIC ORGAN:** Solo and Dial-A-Tone Controls—Thomas exclusives—give two-keyboard versatility, full, rich voices. Easy to play; unique recorded lessons instruct you from the turntable as you play!

**4-SPEED STEREO PHONOGRAPH** plays the new stereo records with their thrilling true full-dimension sound. Thomas Hi-Fi, like magic, will release from *all* your records rich, full tones you never dreamed were there!

Plus...

**TRUE STEREO HI-FI SOUND** with *two* independent audio systems and *six* speakers...40 watts of peak power...FM and AM RADIO INPUTS...STEREO EARPHONES to confine music to your ears alone, if desired.

only \$899<sup>50</sup>...easy payment plan.  
Bench extra

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ELECTRONIC  
**ORGAN**

**FREE STEREO RECORD**—Hear the Thomas Home Music Center in thrilling stereo sound! Plays on stereo or regular phonograph. *Send coupon today!*

In Canada—EATON'S OF CANADA

Send Coupon Today!

**THOMAS ORGAN COMPANY**  
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I'd like your Free Record of organ music.

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CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

EX-GI CONTINUED



TOAST TO NEW FREEDOM brings Yvette Powers, Yvette's brother, Robert Bleuse, and five children around kitchen table for a gulp of champagne.



FUTURE MARRIAGE SITE, the *mairie* of Mont d'Origny, where weddings are performed, is inspected by Powers and Yvette on first walk in village.





## Your Key to Holiday Hospitality

What makes *one* Bourbon a *collector's item*? A depth of flavor and rich bouquet that are unique. Unique, because today all the slow, costly methods employing the original art and lore of the master Bourbon distiller are rarely practiced—*save in our family-owned Kentucky distillery*. You serve a compliment to every

guest's good taste with Bonded Old Fitzgerald, memorable at six years old. And you may feel the extra expense and effort of procuring Very Old Fitzgerald (aged to the Bonded limit) well repaid in the knowledge the world's most prized Bourbon is yours to enjoy—and share.

**THE FINAL CHOICE OF MATURE TASTE**

Bonded Kentucky Straight Sour Mash Bourbon • 100 Proof • Six and Eight Years Old  
**STITZEL-WELLER DISTILLERY • Established Louisville, Kentucky, 1849**



Very Old Fitzgerald available in Antique Fifts, suitably boxed, labels personalized in case lots on request. Ask your dealer, or write the Distillery



# Students learn more! Adults earn more ...when you know how to type!



**STUDENTS LEARN FASTER — IMPROVE IN EVERY SUBJECT!** Leading educators agree that touch typing on a Smith-Corona stimulates a student's interest in learning, encourages creative expression, helps correct poor study habits, improves spelling, teaches punctuation, increases reading skill. Yes — students gain new interest in school, learn faster, improve in every subject when they touch type on the world's fastest and finest portable!

## **FREE** with any Smith-Corona Portable a \$23<sup>95</sup> home study course on records that teaches you to type in just 10 days!

For students, businessmen and housewives, touch typing is one of today's most valuable skills. And to teach you touch typing the *correct* way, the *easy* way—to records, Smith-Corona now offers a complete, educator approved home study course *free* with the world's finest portable. Specially designed for use with any Smith-Corona Portable, this unique ten-day course takes less than an hour a day, teaches anyone, regardless of age or experience.

Smith-Corona's Ten-Day Touch Typing Course combines written text and recorded instruction. The recorded voice of your Smith-Corona typing instructor coaches you thoroughly in the proper touch typing fundamentals, guides you carefully through easy-to-follow exercises, fully explains shortcuts to greater typing speed and accuracy.

Prepared by Smith-Corona's Educational Department under the supervision of Norman P. Saksvig, former World's Professional Typing Champion, this exclusive *audio-visual* home study course has been thoroughly tested, proven effective among both students and adults.

See your Smith-Corona dealer today and learn touch typing on the world's finest and fastest portable with your *free* Smith-Corona Ten-Day Touch Typing Course on records!

as little as \$5.00 down  
up to 24 months to pay

## Smith-Corona



**WOMEN — ACQUIRE A VALUABLE SKILL!** For women, touch typing on a Smith-Corona is always emergency income insurance. Touch typing aids in social correspondence, helps organize household bookkeeping!




**MEN — ADVANCE FASTER IN YOUR CAREER!** Men find that touch typing on a Smith-Corona helps them with their work, is a way to swift career advancement, opens the door to greater earnings in every occupation!



**HERE'S WHAT YOU GET — EXCLUSIVE WITH SMITH-CORONA!** A complete 10-day course in touch typing! • Two 12" long-playing records containing touch typing fundamentals, shortcuts to speed and accuracy, exercises and drills! • Complete instructions, typing charts and typing tests to help gauge progress! All FREE with any Smith-Corona—the portable with all the features an expert demands, all the conveniences a beginner requires! • Exclusive Page Gage • Convenient Quickset Margins • Fast, responsive touch • Full 88-character keyboard

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# CAPITAL TRIBUTE TO ROBERT TAFT

In Washington, close by the U.S. Capitol where he labored for the last 11 years of his life, a magnificent monument has risen as a memorial to Senator Robert A. Taft. The Taft Memorial is a 100-foot tower of pink Tennessee marble, whose only adornment, not yet completed, will be a bronze statue of Senator Taft executed by Wheeler Williams. The statue will stand in front of the tower on a pedestal of granite.

The monument, which cost some \$900,000, was built with public contributions that came from all the states and territories. In the top of the tower, which will be floodlit at night, hangs a carillon of 27 bells. They will ring every quarter hour, and at noon and at 5 p.m. every day they will play religious and patriotic music. Next March, after Congress has come back to Washington, his former colleagues will help dedicate the memorial to the man who left so deep an imprint (*next page*) on his country and his party.

CONTINUED



## "There's a story behind Borden's Milk!" *says Elsie, the Borden Cow*



Once upon a time, when Borden's was very young, they made a solemn pledge to produce milk that would meet, first of all, the health needs of tiny children.

That pledge has been faithfully kept, and to this day Borden's Homogenized Vitamin-D Milk has more than met the highest standards of wholesomeness and purity.

That's why more mothers give their children Borden's Milk. Make sure every member of your family is getting the fine-quality milk he needs. Get Borden's at your food store or from your Borden man.



If it's *Borden's*, it's got to be good!

See Borden's TV show "Fury" over NBC.



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TAFT CONTINUED

## A GREAT, TRUE CONSERVATIVE

Senator Taft was, in a way that few Americans have matched, the embodiment of a particular political philosophy. He was a true conservative. "A conservative," he once said, "is a man who will not change things until he studies things. The radical wants to change regardless. The conservative is more attentive to the status quo."

The mark of Taft's conservatism was a susceptibility to change. He once helped kill a federal aid to education bill, restudied the measure and then became its champion. Later, his support of public housing, which he had once opposed, caused his colleague from Ohio, Senator John W. Bricker, to remark, only half in jest, "The socialists have gotten to Bob Taft."

"I am a politician, not a philosopher," Taft once said. The son of President William Howard Taft, he was ideally suited by upbringing and inclination for a political career. He played politics hard and rough and realized that compromise was an integral part of the game. But his compromises left the fabric of his philosophy intact. It was the substance of politics that Taft loved rather than the superficial forms of backslapping and handshaking. He had a razor-sharp lawyer's mind and a zeal for homework that enabled him to acquire an unequalled mastery of the myriad details of American government.

When confronted by an issue, Taft let his conscience rather than his constituents be his guide. He took his positions bluntly and often impatiently. For his forthrightness and courage, both personal and political, he was revered by his followers and respected by his enemies. His very name and his major legislative monument, the Taft-Hartley Act, were anathema to U.S. labor, and yet when he died even such a natural enemy as John L. Lewis could say that he was "a great statesman and a great American. His sincere conservatism was an ingredient of our way of life." When the U.S. Senate last year picked the five outstanding men in its 168-year history, it ranked Taft with Webster, Clay, Calhoun and Bob LaFollette.

Through the long years of the New Deal and the Fair Deal, Taft was so steadfastly the voice of his party that he came to be known as Mr. Republican. Yet it is one of the great ironies of U.S. political history that his party three times refused him its highest honor. When he had failed for a third time to get the presidential nomination he swallowed his disappointment and used his ebbing strength to help the man who had beaten him.

Even though Taft has been dead for five years, his influence on the party is as evident as ever. His name and philosophy still dominate a hard core of conservative Republicans, who remember him with affection and loyalty. When Republican strategists gathered at the White House last week, they came up with a statement that was almost pure Taft: "Either we Americans dedicate ourselves to strengthening and preserving private enterprise, using the only dependable political instrument available—the Republican party—or we are certain to go down the left lane which leads inescapably to socialism." It clearly showed that Robert A. Taft, who could well have been used by his party in the flesh, was still very much present in spirit.



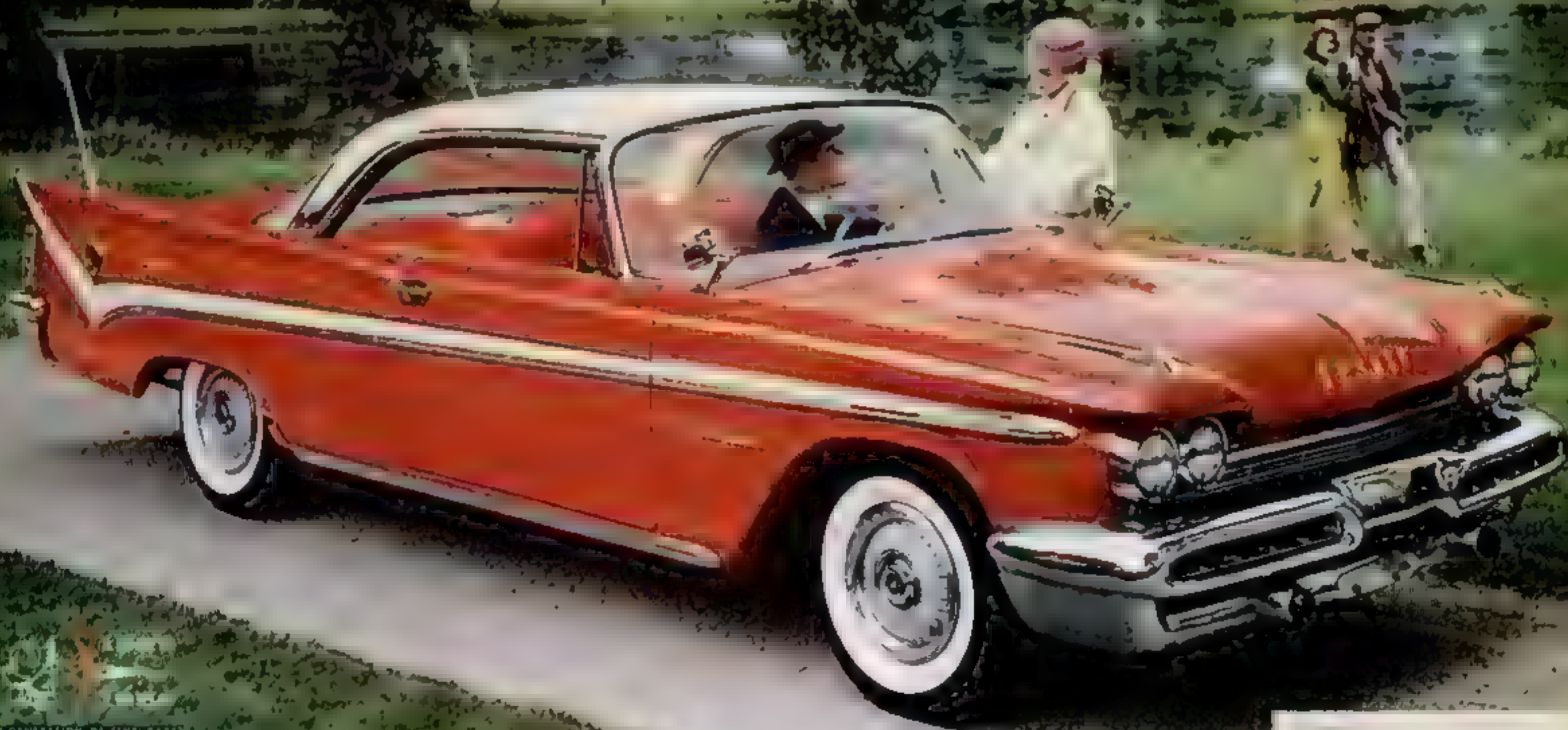
**CANDIDATE TAFT** in 1952 stopped off at his home in Cincinnati for a brief respite during his unsuccessful campaign for the presidential nomination.



Announcing the new

# '59 DE SOTO

*all new inside and out!*



A GENERATION OF FINE CARS

COLOR BY MARY H.

NEW SPORTS SWIVEL SEAT



*everything you see...*

*everything you touch is NEW!*

**NEW ADVENTURER ENGINE.** Now pick the De Soto engine right for you. The mighty Turboflash V8 gives you smooth, economical power. And the fabulous Adventurer engine, optional on all models, gives you the finest power performance on the road.

**NEW LEVEL-CRUISE RIDE.** Automatic load-leveling now optional with famous *Torsion-Bar* suspension. The result is America's smoothest, safest ride.

**NEW SPORTS SWIVEL SEATS.** Simply touch a lever in the new De Soto and your half of the front seat swings out. Enter, and it gently swings you in and locks automatically in place.

**NEW FASHION-VOGUE INTERIORS.** More headroom and leg room. Coachwork is tailored with smart fabrics. Dozens of advanced features. See the very newest at your De Soto dealer's today. De Soto Division, Chrysler Corp.

*The smart way to go places... DE SOTO*



OTHER INTERIORS





# "You tried Instant Chase & Sanborn lately?"

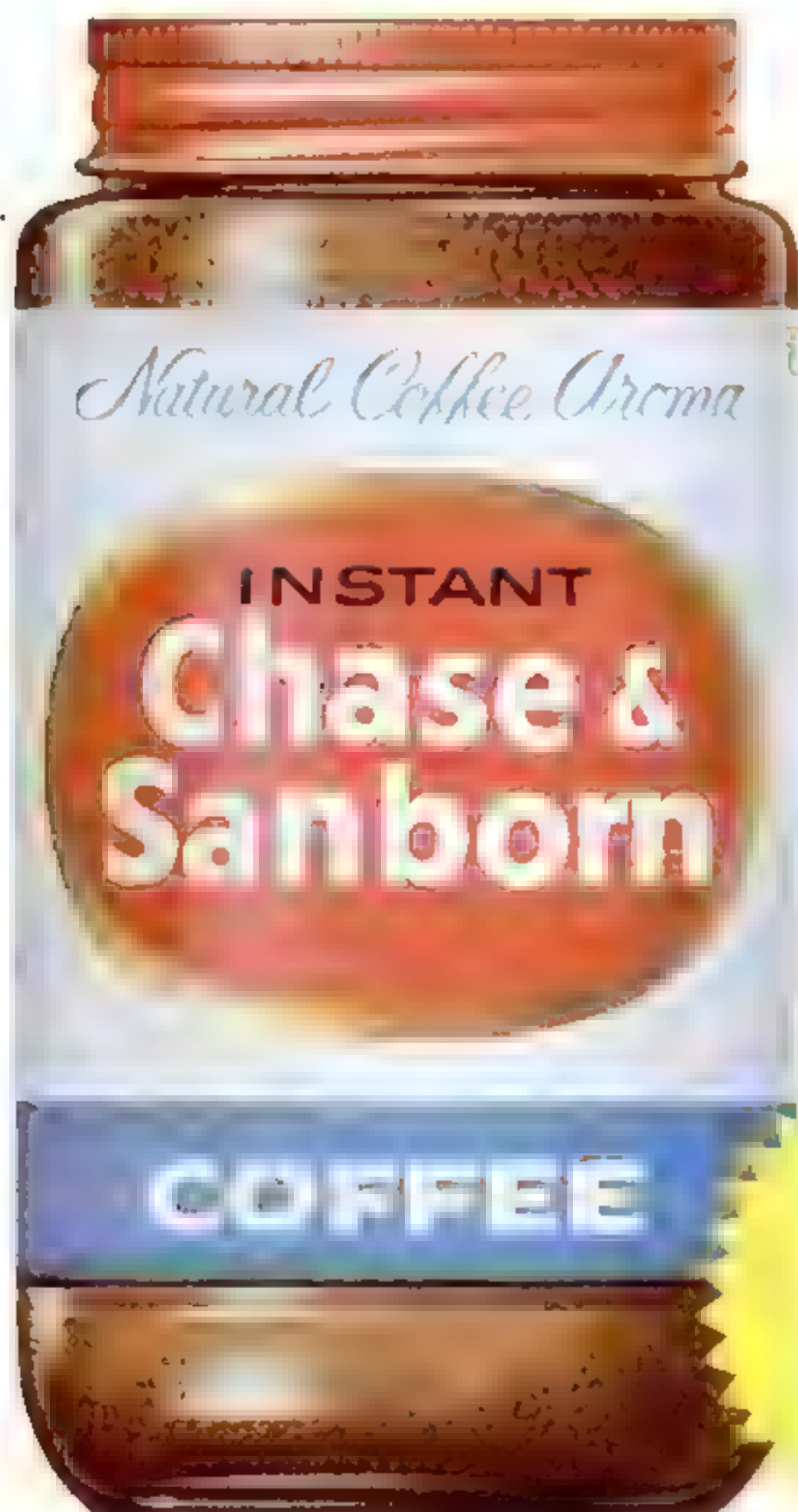
"If not, you're missing plenty. This coffee's been improved to give you the Full Bloom of coffee.

"Know what that means? You don't have to settle for just a faint blush of flavor...

"Now you can buy an instant coffee that gives you everything good coffee's got... Improved Instant Chase & Sanborn. Try it. You'll find it blossoms into the freshest coffee flavor and aroma you ever enjoyed... a real Flavor Break."

Now Improved—it's

**THE FULL BLOOM  
OF COFFEE**



**FREE  
JAR**  
to prove it  
to you

We're so certain Improved Instant Chase & Sanborn is the instant coffee you've been waiting for, we'll give you a Free Jar Bonus for trying it. Send any Instant Chase & Sanborn label to Instant Chase & Sanborn, P.O. Box 52, Brooklyn 1, N.Y. or Instant Chase & Sanborn, P.O. Box 66, San Francisco 1, Cal. We'll send you a coupon good for Free regular 2-oz. jar of Instant Chase & Sanborn.





Tune in  
"Arthur Godfrey Time,"  
CBS-TV and Radio,  
Monday through Friday.



# Mennen presents a "Swaddling Powder" as new as your baby...



In blue, pink, yellow or white.

Once upon a time . . . mothers swaddled their new-born babies in soft silks and linens. Today—you can wrap your baby in even greater luxury and in the newest protection of New Mennen Baby Powder.

**New formula—special ingredients swaddle your baby in "wetproof" protection to stop infection the way no other talc can!**

Here's the modern fragrant powder-protection that stops diaper rash . . . stops diaper odor and chafing. In the Mennen Baby Powder formula—there are special ingredients that actually repel

bacteria-carrying wetness. The powder "wet-proofs" baby against common diaper infections.

New Mennen Baby Powder is approved by leading pediatricians. Never cakes in tight creases or folds, clings longer for longer protection. Ask your doctor about it before your baby comes home. 59¢ and 33¢, tax free.

for babies...it's **Mennen**

**FREE**—Look for this travel-size Q-Tips package with every purchase of New Mennen Baby Powder, 59¢ size.







ON U.S. VISIT (LIFE, Feb. 11, 1957), Prince Mashhur was shushed by King Saud as they rode with Eisenhower.

## LAME PRINCE'S LITHE PROGRESS

When the little lame prince of Saudi Arabia visited the U.S. with his father, King Ibn Saud, he proved a charming royal visitor as he made the official rounds (above) Prince Mashhur, now 5, had come to have the paralysis of his right arm and leg, caused by a mild cerebral palsy, treated at Walter Reed Hospital in Washington. There he was fitted out with braces and orthopedic shoes and sent home with a strict regimen of exercises.

The American medical help has worked wonders for the little Arabian. Recently, when a U.S. visitor was allowed to see Mashhur in Riyadh, he found that the prince needed to wear his braces only at night. During the day he cycled, ran cheerfully at play and even threw a ball with his recovered right hand.

AT PLAY in palace schoolyard, Mashhur in orthopedic shoes agilely ducks out of a cage in an Arabian version



SHOWING CURE, Mashhur happily rides around on his tricycle, something he could not do before the U.S. visit.

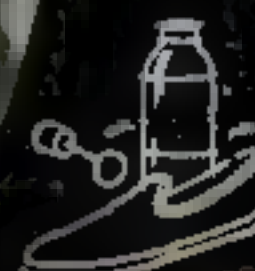
of musical chairs. His young playmates are the numerous other sons of King Ibn Saud and of Ibn Saud's late father.



Hands Tell  
Your Age?  
**PIONEER** Wardrobe  
of  
Liquidproof Gloves  
Keeps Them Young!



Bluettes  
\$1.49



98¢

**Bluettes**



**Bluettes**

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**Nimble  
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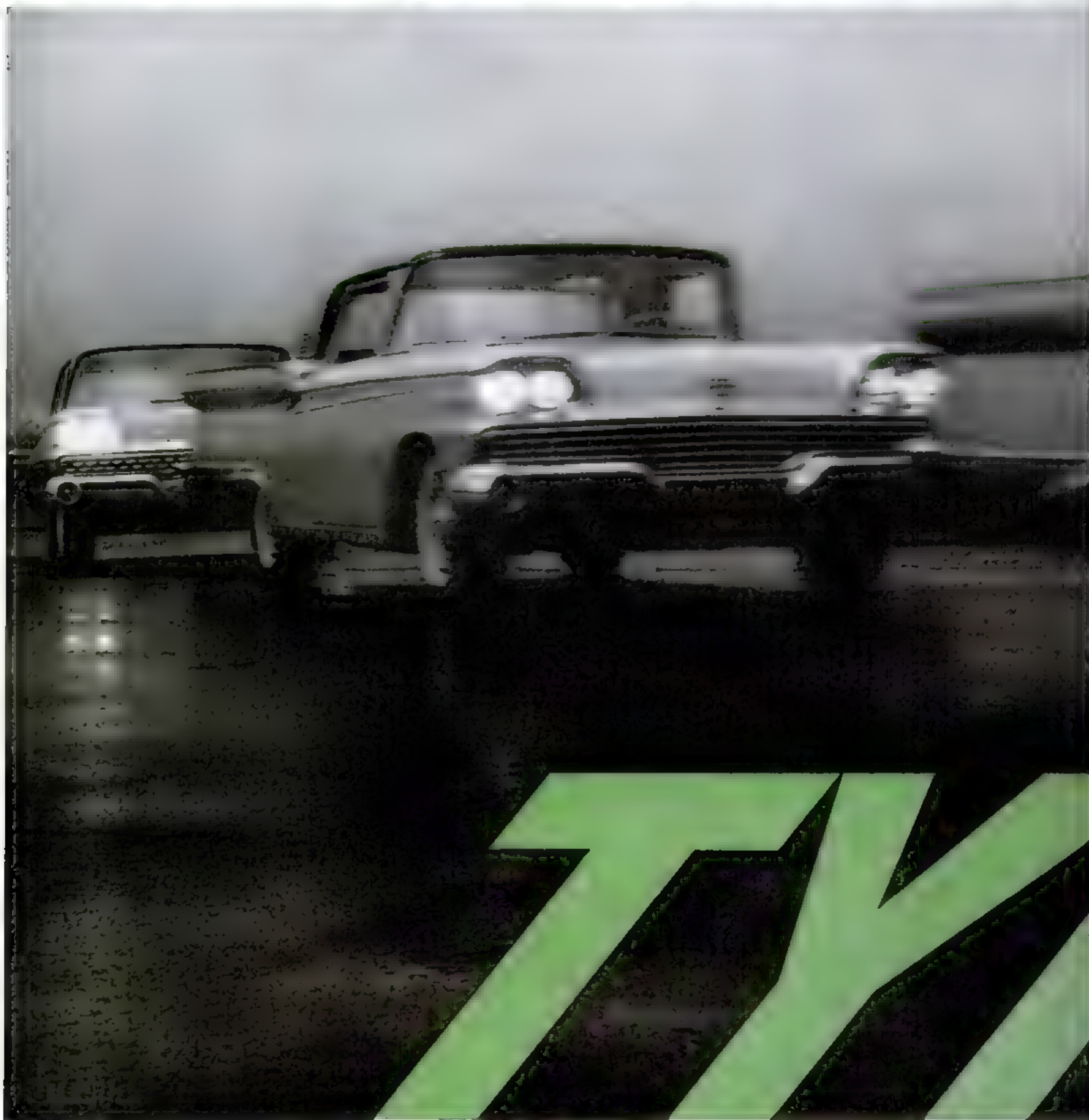
Prices Slightly Higher  
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Knit cotton lined... **Bluettes**  
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The PIONEER Rubber Company  
Willard, Ohio



SCIENCE FINDS NEW WAY TO MAKE



*Tyrex...certified yarn for the tire cord of*  
**NEW IN TIRES ON THE NEW**



# TIRES SAFER, LONGER WEARING...



*the future*  
**1959 FORDS!**

The popular 1959 Ford is one of many new cars leaving the factories with tires containing tire cord made of TYREX yarn as standard equipment. Millions of dollars and years of research produced this *ideal* yarn for tire cord, to make driving safer than ever before. Test after test proved TYREX certified yarn best.

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# BULGE, BITTERNESS BUT FINAL VICTORY

Ending memoirs—and career—Monty tells how he stung U.S. generals, talks bluntly but warmly of Ike, lists changes NATO urgently needs

by FIELD MARSHAL VISCOUNT MONTGOMERY OF ALAMEIN

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ON the morning of the 16th December 1944 I felt in need of relaxation, so I decided to fly up to Eindhoven and play a few holes of golf. But my game was soon interrupted by a message that the Germans had launched a heavy attack on the front of the First American Army and the situation was obscure. I flew straight back to my headquarters.

A great bulge or salient was being made in the American line at the Ardennes Forest. The situation deteriorated rapidly and finally General Bradley's 12th Army Group was split in two. At 10:30 a.m. on the 20th December, Eisenhower ordered me to take command at once of all American forces on the northern flank of the bulge. That order put two American armies under my command: the Ninth Army (Lieut. General William H. Simpson) on my immediate right and the First Army (Lieut. General Courtney H. Hodges) to the right of the Ninth Army.

The First Army was fighting desperately. I left at noon for its HQ, where I had instructed the Ninth Army's Simpson to meet me. I found the northern flank of the bulge was very disorganized. Neither army commander had seen Bradley or any senior member of his staff since the battle began, and they had no directive on which to work.

The first thing to do was to see the battle on the northern flank *as one whole*, to ensure that the vital areas were held securely and to create reserves for counterattack. I embarked on these measures.

I put British troops under command of the Ninth Army to fight alongside American soldiers and had that army take over some of the First Army front. I positioned British troops as reserves behind the First and Ninth armies until such time as American reserves could be created. Slowly but surely the situation was held and then finally restored. Similar action was taken by Bradley with the Third Army on the southern flank of the bulge.

I must mention a joke on my part which was not considered funny in Whitehall. The War Office was very naturally worried and I sent a telegram giving the whole story. The last sentence read: "We cannot come out through Dunkirk this time as the Germans still hold that place." My telegram was sent on to the prime minister but with the last sentence cut out!

The Battle of the Bulge may be said to have ended in the middle of January. On the 14th January I sent a letter to General Bradley in which I wrote.

"I would like to say two things:

"First: what a great honor it has been for me to command such fine troops.

"Second: how well they have all done.

"It has been a great pleasure to work with Hodges and Simpson; both have done very well.

"And the corps commanders in the First Army (Gerow, Collins, Ridgway) have been quite magnificent; it must be most exceptional to find such a good lot of corps commanders gathered together in one army.

"All of us in the northern side of the salient would like to say how much we have admired the operations that have been conducted on the southern side; if you had not held on firmly to Bastogne the whole situation might have become very awkward. . . ."

I sent a similar message to Eisenhower.

I was perturbed at this time about the sniping at Eisenhower which was going on in the British press. So I sent a message to the prime minister and said that I proposed to deal with the story of the battle in a press conference. I would show how the whole Allied team rallied to the call and how teamwork saved a somewhat awkward situation. I suggested I should then put in a strong plea for Allied solidarity. The prime

minister agreed and said he felt what I proposed would be invaluable.

I held the conference. Many stories have been told about it, and many quotations have been taken out of their context and published. Nobody has ever published the full text of the notes from which I spoke and which were given to the press afterward. Here are pertinent excerpts:

"... The Germans had broken right through a weak spot, and were heading for the Meuse. . . . As soon as I saw what was happening I took certain steps myself to ensure that . . . they would certainly not get over that river. . . .

"Then the situation began to deteriorate. But the whole Allied team rallied to meet the danger; national considerations were thrown overboard; General Eisenhower placed me in command of the whole northern front. . . . Today British divisions are fighting hard on the right flank of the First U.S. Army. You thus have the picture of British troops fighting on both sides of American forces who have suffered a hard blow. This is a fine Allied picture. . . .

"The battle has been most interesting; I think possibly one of the most interesting and tricky battles I have ever handled, with great issues at stake.

"The first thing to be done was to 'head off' the enemy from the tender spots and vital places. Having done that successfully, the next thing was to 'see him off,' i.e., rope him in and make quite certain that he could not get to the places he wanted. . . . He is now being 'written off,' and heavy toll is being taken of his divisions by ground and air action. . . .

"I shall always feel that Rundstedt was really beaten by the good fighting qualities of the American soldier and by the teamwork of the Allies. . . . I have spent my military career with the British soldier and I have come to love him with a great love; and I have now formed a very great affection and admiration for the American soldier. I salute the brave fighting men of America; I never want to fight alongside better soldiers. . . . It is teamwork that pulls you through dangerous times. . . . Nothing must be done by anyone that tends to break down the team spirit or our Allied team; if you try and 'get at' the captain of the team you are liable to induce a loss of confidence, and this may spread and have disastrous results. . . .

"Let me tell you that the captain of our team is Eisenhower. I am absolutely devoted to Ike; we are the greatest of friends. It grieves me when I see uncomplimentary articles about him in the British press; he bears a great burden, he needs our fullest support, he has a right to expect it, and it is up to all of us to see that he gets it. . . ."

## The distortion that caused an uproar

WHAT I said in this conference was skillfully distorted by the enemy. Chester Wilmot says in *Struggle for Europe* that his dispatch to the BBC about it was intercepted by the German wireless, "rewritten to give it an anti-American bias and then broadcast by Arnheim Radio, which was then in Goebbels' hands. Monitored at Bradley's HQ, this broadcast was mistaken for a BBC transmission and it was this twisted text that started the uproar."

Distorted or not, I think now that I should never have held that press conference. So great was the feeling against me on the part of the American generals that whatever I said was bound to be wrong. In contradistinction to the rather crestfallen American command I appeared, to the sensitive, to be triumphant—not over the Germans but over the Americans. This was a completely false picture. But I had also described the battle as "interesting." Those who did not know me well could hardly be expected to share my professional interest in the art of war and were,





SHAPE

RETUUM



*In Fine Whiskey*  
**FLEISCHMANN'S**  
**IS THE**  
**BUY**



**90 PROOF**  
**is WHY!**

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AMERICANS AT ARDENNES, fighting under Monty in January 1945, dig foxholes to protect against gunfire which already has killed one soldier.

**MONTGOMERY** CONTINUED

not unnaturally, aggrieved by this phraseology. They were too sore to find the battle "interesting" as an objective enterprise.

What I could have said but did not say was that, in the Battle of the Ardennes, the Allies got a real "bloody nose," the Americans had nearly 80,000 casualties, and that it would never have happened if we had fought the campaign properly after the great victory in Normandy. Furthermore, because of this unnecessary battle we lost some six weeks in time—with all that that entailed in political consequences as the end of the war drew nearer.

**D**URING the Battle of the Ardennes the remorseless march of events had forced Eisenhower to [give me] operational command of the left flank of the Allies, with two American armies under my command. This could not have been very pleasant for my critics at Supreme Headquarters or for the American generals who opposed my ideas.

On the 28th December, Eisenhower visited the northern flank and I had a long talk with him. I again gave it as my opinion that the Ruhr was the immediate objective. All available power must be concentrated to secure it. Operational control of the forces involved must be exercised by one commander.

I reinforced these views in a letter to Eisenhower the next day:

"When you and Bradley and myself met at Maastricht on 7 December," I wrote, "it was very clear to me that Bradley opposed any idea that I should have the operational control over his army group, so I did not then pursue the subject.

"I therefore consider that it will be necessary for you to be very firm on the subject, and any loosely worded statement will be quite useless. . . . I consider that if you merely use the word 'coordination' it will NOT work. . . . One commander must have powers to direct and control the operations. You cannot possibly do it yourself, and so you would have to nominate somebody else. . . ."

After Eisenhower received my letter, he found waiting for him a telegram from General Marshall saying that the appointment of a British officer to hold operational command or control over Bradley would be entirely unacceptable in America.

That finished the issue of operational control as far as I was concerned and I knew it would be useless to open it again.

But other issues continued to arise. Eisenhower asked me to meet him on the 14th February. The British and American delegations to the Yalta Conference had been having preliminary talks on Malta on their way to the Crimea; certain remarks made there had been

CONTINUED



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**BATTLE OF BULGE** split U.S. line, cutting off Ninth and First U.S. armies from Bradley in Luxembourg. Monty, given command of the two U.S. armies, attacked from north while U.S. Third Army drove up from south. Germans' goal was Antwerp but they were stopped short of Meuse River, held by 30th Corps. Dotted line shows battle line before German attack.

### MONTGOMERY CONTINUED

reported to Ike. I wrote the following in my diary after he left: "... He said that the P.M. at Malta had told the President (or Marshall) that he (Ike) did not visit me enough, and implied that the British side of the party was being neglected.

"This hurt him a good deal and he went on to say he was always being bullied by Marshall and the U.S. chiefs of staff for being too

### U.S. VIEWS ON BULGE DISPUTE

**GENERAL BRADLEY** in his memoirs, *A Soldier's Story*: Had the senior British field commander been anyone else but Monty, the switch in command (at Ardennes) could probably have been made without incident, strain or tension. ... But Montgomery unfortunately could not resist this chance to tweak our Yankee noses. ... And while Eisenhower held his tongue only by clenching his teeth, he was to admit several years after the war that had he anticipated the trouble that was to be caused by it, he would never have suggested the change. ... Once the enemy had been turned back, Montgomery was depicted as St. George come to save the American command. ... (The fact is,) when Montgomery took command ... we had already drained von Rundstedt's offensive of the momentum. ... The offensive was doomed to failure ... 24 hours before Montgomery came to our "rescue."

**GENERAL EISENHOWER** in his memoirs, *Crusade in Europe*: Unfortunately, after the battle was over a press conference held by Montgomery ... created the unfortunate impression among Americans that Montgomery was claiming he had moved in as the savior of the Americans. I do not believe that Montgomery meant his words as they sounded, but the mischief was not lessened thereby. This incident caused me more distress and worry than did any similar one of the war.

British, or by the P.M. and the British chiefs of staff for being too American and for neglecting to visit me.

"I am sorry this was said at Malta. It got back to Ike very quickly and was no doubt attributed to me. He is such an awfully decent chap that I hate to see him upset."

**B**y the 10th March, the troops of the Ninth American Army and 21st Army Group were lined up along the west bank of the Rhine from Neuss to Nijmegen. Meanwhile, on the 7th March, the First American Army had secured intact the railway bridge at Remagen and at

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CONTINUED ON PAGE 77



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once formed a bridgehead on the east bank. The importance of this bridgehead to our subsequent operations was very great. Not only did it lock up a considerable number of surviving enemy divisions in that area, but more important, it loosened up the whole campaign by providing a bridgehead which could be exploited at will. By the third week in March the Allied armies had closed to the Rhine throughout its length from Switzerland to the sea.

On the 23rd March we began the crossing of the Rhine in strength on a wide front. Once over the Rhine I began to discuss future operational plans with Eisenhower. We had several meetings. I had always put Berlin as a priority objective. It was a political center and if we could beat the Russians to it things would be much easier for us in the postwar years. In his letter to me dated the 15th September 1944 Eisenhower had agreed with me about the great importance of the German capital. But now he did not agree. His latest view was expressed in a message he sent me on the 31st March 1945, which ended with the following words:

"You will note that in none of this do I mention Berlin. That place has become, so far as I am concerned, nothing but a geographical location, and I have never been interested in these. My purpose is to destroy the enemy's forces and his powers to resist."

It was useless for me to pursue the matter further. Anyhow it was now almost too late.

But after the victory in Normandy my point was that the final defeat of the German armed forces was imminent—in a few more months. The important point was therefore to ensure that when that day arrived we would have a political balance in Europe which would help us, the Western nations, to win the peace. That meant getting possession of certain political centers in Europe before the Russians—notably Vienna, Prague and Berlin. If the higher direction of the war had been handled properly by the political leaders of the West, and suitable instructions given to Supreme Commanders, we could have grabbed all three before the Russians. But what happened?

The possibility of seizing Vienna disappeared when it was decided to land in southern France. The troops for the landing were taken from Field Marshal Alexander's force in Italy and that put a brake on his operations. As regards Prague, the Third American Army was halted on the western frontier of Czechoslovakia toward the end of April, for reasons which I have never understood. Berlin was lost to us when we failed to make a sound operational plan in August 1944, after the victory in Normandy.

The Americans could not understand that it was of little avail to win the war strategically if we lost it politically. Because of this curious viewpoint we suffered accordingly from V-E Day onward, and are still so suffering.

With the Rhine behind us we drove hard for the Baltic. By now the Germans had lost so heavily in personnel and territory that they could not again form and equip new divisions. Their cause was lost and the German war had reached its last moments. Hitler's Germany faced utter disaster.

#### First word from the Germans

EVENTS now began to move rapidly. On the 1st May we picked up a German broadcast that Hitler had died and that Admiral Doenitz had succeeded him as Führer. On the 3rd May, Field Marshal Keitel, chief of the German high command, sent a delegation to my headquarters on Lüneburg Heath, with the consent of Doenitz, to open negotiations for surrender. The German officers were brought to my caravan site and were drawn up under the Union Jack, which was flying proudly in the breeze. I kept them waiting for a few minutes and then came out of my caravan and walked toward them. They all saluted, under the Union Jack. It was a great moment: I knew the Germans had come to surrender and that the war was over.

I said to my interpreter, "Who are these men?" He told me.

I then said, "What do they want?"

Admiral von Friedeburg, a member of the delegation, then read me a letter from Field Marshal Keitel offering to surrender to me the three German armies withdrawing in front of the Russians between Berlin and Rostock. I refused to consider this, saying that these armies should surrender to the Russians. I added that, of course, if any German soldiers came toward my front with their hands up they would automatically be taken prisoner.

Von Friedeburg said it was unthinkable to surrender to the Russians as they were savages, and the German soldiers would be sent straight off to work in Russia.

I said the Germans should have thought of all these things before they began the war and particularly before they attacked the Russians in June 1941.

I then asked if they wanted to discuss the surrender of their forces

CONTINUED



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GERMAN SURRENDER on British front took place in a tent at Montgomery's headquarters on Lüneburg Heath. Here he is reading terms to Admiral Friedeburg (center) and other members of the German delegation.

## MONTGOMERY CONTINUED

on my western flank. They said they did not. But they were anxious about the civilian population in those areas and would like to arrange with me some scheme by which their troops could withdraw slowly as my forces advanced. I refused.

I then decided to spring something on them quickly. I said to Von Friedeburg, "Will you surrender to me all German forces on my western and northern flanks, including all forces in Holland, Friesland with the Frisian Islands and Helgoland, Schleswig-Holstein and Denmark? If you will do this, I will accept it as a tactical battlefield surrender of the enemy forces immediately opposing me, and those in support in Denmark."

He said he could not agree to this. I then said that if the Germans refused to surrender I would order the fighting to continue. I next showed them on a map the actual battle situation on the whole western front. They had no idea what this situation was and were very upset. They were convinced of the hopelessness of their cause but they said they had no power to agree to my demands. They were, however, now prepared to recommend to Field Marshal Keitel the unconditional surrender of all the forces on the western and northern flanks of the 21st Army Group. Two of them would go back to see Keitel and bring back his agreement.

I then drew up a document which summarized the decisions reached at our meeting, which I said must be signed by myself and Von Friedeburg, and could then be taken to Keitel and Doenitz.

I was certain Von Friedeburg would return with full powers to sign. I therefore decided to see the press and to describe to the correspondents all that was happening.

Von Friedeburg got back to my headquarters while the press conference was in progress. I saw a staff officer enter the tent and knew he had the answer. I told the correspondents they could all go with me to my conference tent and witness the final scene.

## The surrender ceremony

THE German delegation was paraded again under the Union Jack, outside my caravan. I gave orders for the surrender ceremony to take place at once in a tent pitched for the purpose. The arrangements in the tent were very simple: a trestle table covered with an army blanket, an inkpot, an ordinary army pen that you could buy in a shop for twopence. The Germans stood up as I entered. They were clearly nervous and one of them took out a cigaret; he wanted to smoke to calm his nerves. I looked at him and he put the cigaret away.

I read out in English the instrument of surrender and then called on each member of the German delegation by name to sign the document, which they did without any discussion. I then signed, on behalf of General Eisenhower. The original of this agreement is in my possession and I will never part with it: it is a historic document. I do not know what happened to the pen we all used. I suppose someone pinched it.

I had ordered all offensive action to cease on the 3rd May when the Germans first came to see me. I now sent out a cease-fire order to take effect at 8 a.m. on Saturday 5th May 1945. Two days later a German delegation signed the final surrender document at General

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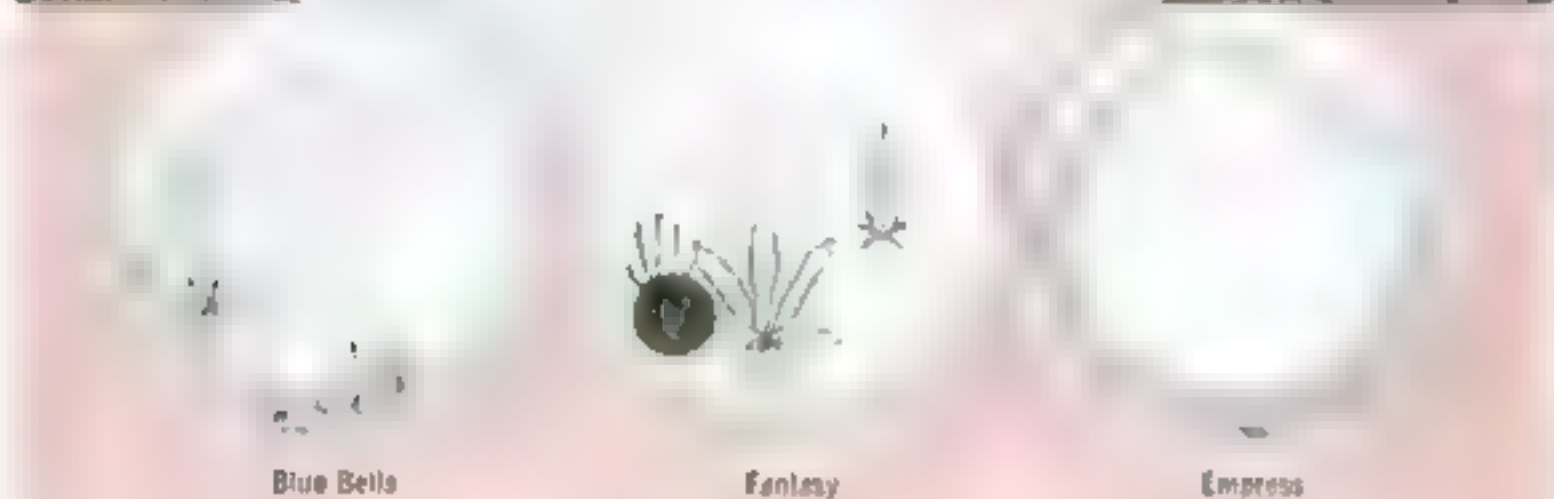
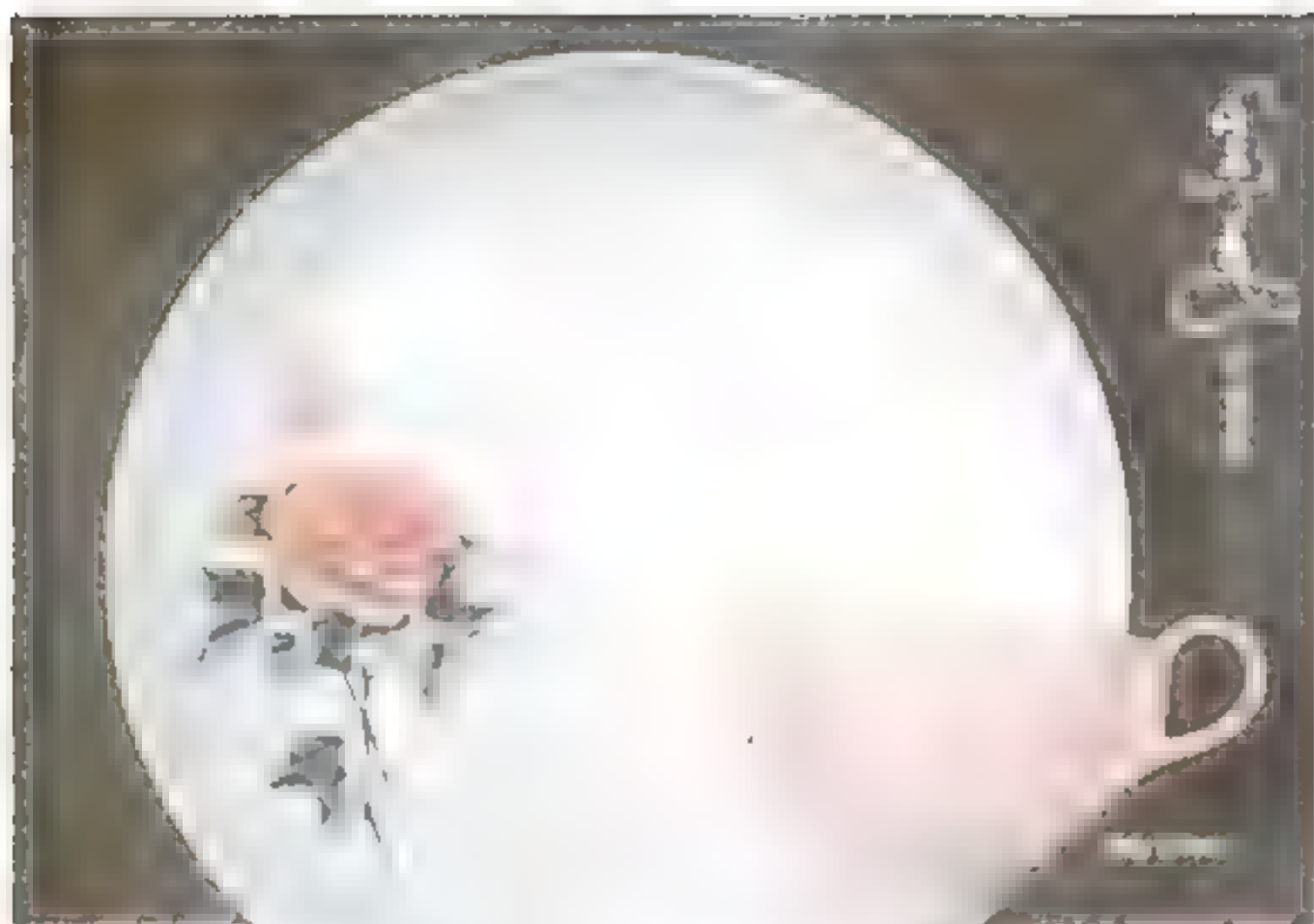


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TWO OF MONTY'S HEROES, Winston Churchill and Field Marshal Alan Brooke (left), visit the front and are escorted through Siegfried Line by Montgomery and U.S. General Simpson (right). These two men, says Monty, along with his father (below) and Eisenhower, were major influences on his life.

### MONTGOMERY CONTINUED

Eisenhower's HQ at Rheims. The Germans in Italy had given up earlier. On the night of the 8th May all firing ended in Europe. The war was now over.

ON the 7th June 1945 I flew to Antwerp to receive the freedom of the city. After the ceremony there was a civic luncheon, a tremendous affair, with very rich food and many courses. Rich food always upsets me and it certainly did so on this occasion. I began to feel ill soon after lunch and asked that the remainder of the program be cut short so that I could return to the airfield and fly back to my headquarters in Germany. This was at once arranged, my car was summoned and I drove through streets lined by cheering citizens—with myself sitting on the floor of the car being violently sick. After a while I felt well again. But the floor of the car was not in a good state and I apologized very humbly to the driver, who belonged to the local military headquarters and who had never driven me before. He drew himself up, looked me in the face, and said, "Sir, it's an honor." And he meant it.

AS I look back over the years I am constantly reminded of the extent to which my life has been influenced by four men: my father in my early life, Field Marshal Alan Brooke (now Viscount Alanbrooke) in much of my military life, and Winston Churchill and General Eisenhower in the later years.

My father, an Anglican bishop, was always a friend. If ever there was a saint on earth, it was he. He got bullied a good deal by my mother and she could always make him do what she wanted. She ran all the family finances and gave my father 10 shillings a week. This sum had to include his daily lunch, and he was severely cross-examined if he meekly asked for another shilling before the end of the week. As for me, I worshiped him.

I met Alanbrooke early in my career. For much of World War II he was Chief of the Imperial General Staff, Britain's top soldier. He always stood firmly by me when I was in trouble, and his advice was the best I knew. Once you have

managed to penetrate his quiet reserve, you find there the splendid qualities that one is so conscious of lacking oneself. I remember how angry I was when Eisenhower described him as a person who lacked the ability to weigh up conflicting factors in a problem and, like General Marshall, reach a rocklike decision. My feeling was that in strategic matters Brooke was generally right and Marshall wrong.

It is my opinion that Alanbrooke and Winston Churchill together did more to ensure that we won World War II than any other two men.

It has always seemed to me that Winston Churchill combined within himself almost all the qualities which we humans can possess. As



FATHER, Henry H. Montgomery, was wise and gentle bishop of Anglican Church.

CONTINUED





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Those who did NOT gargle  
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# Reach for Listerine

... your No. 1 protection against infection

## MONTGOMERY CONTINUED

with all humans, they were not by any means all good. Of all his remarkable traits I would put "domination" as the most prominent. He must dominate. He certainly dominated the events and persons surrounding him in the war years, as should all good leaders. You could look out for squalls if he was prevented from doing so. As time went on I ceased to regard him as my political chief. He became my friend. We were "Winston" and "Monty," and so it is today. When he was presented with his portrait by the Cinque Ports in 1955, he being the Lord Warden, I was asked to attend the ceremony and propose his health. I made a speech in his praise and concluded:

"I give you the toast of: Sir Winston Churchill, Knight of the Most Noble Order of the Garter, Lord Warden of the Cinque Ports, the greatest Englishman of all time."

### Monty's views on Ike

AND last is Eisenhower, a remarkable and most lovable man. We did not always agree about the strategy and major tactics of the war in which we were engaged. But history will do no harm in talking about honest differences of opinion between us, provided, as in our case was the fact, it does so under the shadow of the great truth that Allied cooperation in Europe during World War II was brought to the greatest heights it has ever attained. Although it may be true to say that no one man could have been responsible for such an achievement, the major share of the credit goes to Eisenhower, without any doubt.

I would not class Ike as a great soldier in the true sense of the word. He might have become one if he had ever had the experience of exercising direct command of a division, corps and army, which unfortunately for him did not come his way. But he was a great Supreme Commander, a military statesman. I know of no other person who could have welded the Allied forces into such a fine fighting machine in the way he did, and kept a balance among the many conflicting and disturbing elements which threatened at times to wreck the ship.

I have visited Ike regularly since he became President, always staying with him and Mamie, either in the White House or in his home at Gettysburg. Our friendship has grown and developed, and today I have the very greatest admiration and affection for him. I have read a good deal of American history and it is my belief that historians will record that Ike reached his greatest heights as President.

Where does his strength lie? He has a good brain and is very intelligent. But his real strength lies in his human qualities. He is a very great human being. He merely has to smile at you and you trust him at once. He is the very incarnation of sincerity. He has great common sense. People and nations give him their confidence. I am devoted to him and would do anything for him. He is a truly great man, and it is a tremendous honor to have his friendship. He has done a great deal for me, in difficult times and in good, and I can never adequately express what I owe to his personal kindness and forbearance.

BEFORE closing I must make clear my point of view about the future—a sort of final testament. The unity of the West is the goal which has to be reached if the Western Alliance is to flourish. We have a long road to travel before we reach it.

The Western Alliance was brought into being because of fear of aggression from the East. Fear is the basic component of the cement which holds the Alliance together. No alliance based on fear alone has ever lasted because whenever fear recedes the cement begins to crumble.

True unity involves a willingness to make sacrifices for the common cause. An economic cement would be more permanent than one of fear. In any case, an important component of the new cement must be the solidarity of the English-speaking peoples and their determination to help the nations of continental Europe to defend their freedom and maintain their way of life. The hard core of that solidarity must be Anglo-American friendship. If that line breaks, that is the end for each one of us, including the U.S.

The British have been dealing with great world problems for centuries. The U.S. has only the experience of decades. But the Western world must understand that without the United States of America the Western Alliance would collapse. For its part the United States must exercise convincing powers of leadership in the free world. I often think that the United States's foreign policy is inconsistent. She appears to have one policy in the Assembly of the United Nations, and another and different one when her own national interests are involved. These inconsistent policies have played a large part in the weakening of the general strategic position of the West. If continued, they could lead to the breakup of the Western Alliance.

NATO must be strengthened. Now that its main object, the prevention of war, has been achieved, the time has come for a thorough overhaul of the whole organization. What should be done?

CONTINUED



**VAN HEUSEN** tailors this good-looking shirt of 65% "Dacron" polyester fiber and 35% cotton with spread collar, as shown, and with regular and button-down collars. About \$5.95 at fine stores everywhere.

The best wash 'n' wear shirts are made with a wash and wear fiber "DACRON"



## "Dacron" improves the cotton shirt

Wash 'n' wear shirts made with 65% "Dacron" and 35% cotton give you extra value 5 ways



**1. WASHED ANY WAY, THEY STAY WASH AND WEAR FOR LIFE.** Wash these shirts at home or send them to your regular laundry... they'll stay wash 'n' wear for life because they do not rely on added finishes.



**2. NEED LITTLE, IF ANY, TOUCH-UP PRESSING.** These shirts dry neat washing after washing. Just wash by hand or machine, drip-dry and they're ready to wear. Starching isn't needed to keep collars and cuffs smooth.



**3. EXTRA-LONG-WEARING.** Shirts of 65% "Dacron" blended with 35% cotton last longer than all-cotton shirts... give you more value for your money. And you'll find that their great advantages last as long as the shirt.



**4. SOFT, COMFORTABLE.** These handsome shirts made of "Dacron" and cotton are a pleasure to wear. The soft, porous fabric keeps you comfortable... feels wonderful. You'll like wearing these shirts.



**5. RESIST WRINKLES... STAY FRESH.** "Dacron" helps shirts stay neat, keep fresh throughout your longest day... even in muggy weather. Try the best wash 'n' wear... shirts made with "Dacron".



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

# DACRON

REG. U. S. PAT. OFF.

"DACRON" IS DU PONT'S REGISTERED TRADEMARK FOR ITS POLYESTER FIBER. DU PONT MAKES FIBERS, NOT THE FABRICS OR SHIRTS SHOWN





## First my wife, then me . . . but our Hartford Hospital Expense Policy took care of us both

(Based on Company Files #56H62593, #56H64176 and #56H76573)

Not so long ago my wife went to the hospital for a major operation. I thought that was trouble enough, but scarcely more than two months later she was back for another, even more serious.

Then, last year it was my turn. A glandular ailment put me under the surgeon's knife.

The cost of all these operations would have swamped us if it hadn't been for the help of our Hartford Family Hospital Expense Policy. The \$2,301.50 in benefits it paid took the sting out of the bills.

Our Hartford Agent gave us really heartwarming help. With his aid, there was no problem about getting our claims presented properly. And with everything done right, it was only natural that prompt payments came through from the company.

This is the kind of hospitalization protection you should have.

Distinctively broad features mark Hartford's all new Family Hospital

Expense Policy. Now you can go much farther in covering hospital and medical bills and all the extras. Now you can include unmarried dependent children attending school even up to age 26.

Up goes what you can get in the maximum benefits for hospital room and board . . . for extras . . . for emergency out-patient treatment . . . for maternity charges . . . for operations . . . for obstetrics . . . for doctors' visits . . . for laboratory tests and X-ray examinations either in or out of the hospital.

On top of all this, you get paid even if you collect on other hospitalization insurance you may be carrying.

Take a look at this simply written, easy-to-understand policy. Even though you're in a group plan where you work, use this policy to make your coverage complete.

Get the facts on it from your local Hartford Agent or your own insurance broker or write the Hartford Accident and Indemnity Company for full details.

Year in and year out you'll do well with the

# HARTFORD

## Fire Insurance Company

## GROUP

Hartford Fire Insurance Company  
Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company  
Citizens Insurance Company of New Jersey, Hartford 15, Connecticut  
New York Underwriters Insurance Company, New York 38, New York  
Northwestern Fire and Marine Insurance Company  
Twins City Fire Insurance Company, Minneapolis 2, Minnesota



## MONTGOMERY CONTINUED

► Although a major war is unlikely, limited and cold war activities outside the NATO area are likely to increase. These must be handled firmly so that they do not become the forerunner of a full-scale war. The major contribution of certain selected nations to NATO defense could well be to produce forces which are organized and equipped for these contests.

► The politico-military structure needs a searching examination. It is top heavy, expensive and does not work well. Staffs should be ruthlessly pruned and paperwork cut. Furthermore the NATO Council is in Paris, while its military advisers are in Washington. How can two organizations cooperate closely and efficiently if they are 3,000 miles apart?

► There is no organization for the higher direction of any war in which we might become engaged.

► National organizations for producing the forces we need in peace and war are unsound in the case of many Continental nations. They are based largely on a system under which large groups of men are called up only in times of emergency. This system is out of date.

► Simplicity and decision, two absolute essentials in war, have disappeared from the NATO military organization. We are producing commanders trained in the art of compromise.

► The high cost of defense is not being seriously tackled, except in the United Kingdom. There are many ways in which the over-all cost to the NATO nations can be reduced. One is that when the German contribution is complete, we should aim to get a proportion of the armed forces of the other Continental nations (i.e., all but the U.S., Britain and Canada) back into their own countries, thus saving expenditure on foreign currency. Total readiness to meet a successful attack is unnecessary. Such an attack is highly unlikely at this time.

### How to cut costs

A VERY efficient way to reduce defense expenditure would be to have collective balanced forces for NATO as a whole rather than on a national or regional basis as at present. Such a system also would tend to bind the nations more closely together since they would be dependent on each other. It would be joint defense in the true sense of the word.

The war we shall have to fight for the next 10 years will not include a shooting war in Europe. We have managed to postpone that. We now face an economic and financial war, directed at the very foundations of our civilization and standard of living. If we lose it, international Communism will gain a bloodless victory.

Obviously, we must do some new thinking if we are to have a sure defense against the changed threat—and for less cost. We will not get the right answer by keeping our eyes fixed on every tree in NATO. We must be sure we never lose sight of the global wood.

The Western Alliance must be based on unity, hope and courage, cemented together by the joint strength of some 450 million people. The Hungarians have reminded the world what can be achieved by courage alone. If the Western Alliance can have strength and courage, there is no limit to what it could achieve, provided that its members also have unity in the true sense.



AS EISENHOWERS' GUEST at 1954 Thanksgiving dinner in Augusta, Ga., Monty joins Ike and Mamie in clasped-hands greeting to other diners.



*the perfect  
partner  
for*

*pumpkin pie*

*...it's real whipped cream*

*Just take the pumpkin pie you buy  
or bake and add a snowy swirl of real  
cream Reddi-Wip. Its dairy-fresh  
goodness will add a festive touch to  
all of your fall desserts. Check the  
label... make sure you pick up genuine  
Reddi-Wip. It's fluffy-light real  
whipped cream, flavored just right,  
and ready at the touch of your finger.*





# A Picture Portrayal of



YOUNG PARENTS share a moment's radiant contemplation of their infant daughter.

"Without love and laughter there is no joy."

HORACE



# Moments of Happiness

## POETIC INTERPRETER EVOKES THE CLASSIC ASPECTS OF JOY

The more deeply she has delved photographically into the lives of human beings over the years, the more it has seemed apparent to Nina Leen that her subjects are all driven by a promise—the promise of some moments of happiness. Whether it is the happiness of achievement, of prosperity, of physical pleasure or just plain peace of mind, happiness is the spur, she feels, that keeps people going.

Determined to distill the magic moments into pictures, Miss Leen went to the library. There, among drawersful of quotations, she learned how poets and philosophers had catalogued the aspects of happiness (including Molière's remark that "unbroken happiness is a bore"). Thus armed, she traveled 3,000 miles to record some glowing moments of joy—or the events or things that occasion them.

Photographed for LIFE by NINA LEEN



PLAYFUL KITTEN, on a rug with ball of yarn, can create happiness just by contagion.

"One of the merriest things in all the world is a cat's kitten."

IRISH PROVERB





SOLITARY FLOWER attracts a passer-by who stops along a grassy dune to examine it.

"You must not know too much . . . about birds and trees and flowers . . . a certain free margin . . . helps your enjoyment of these things."

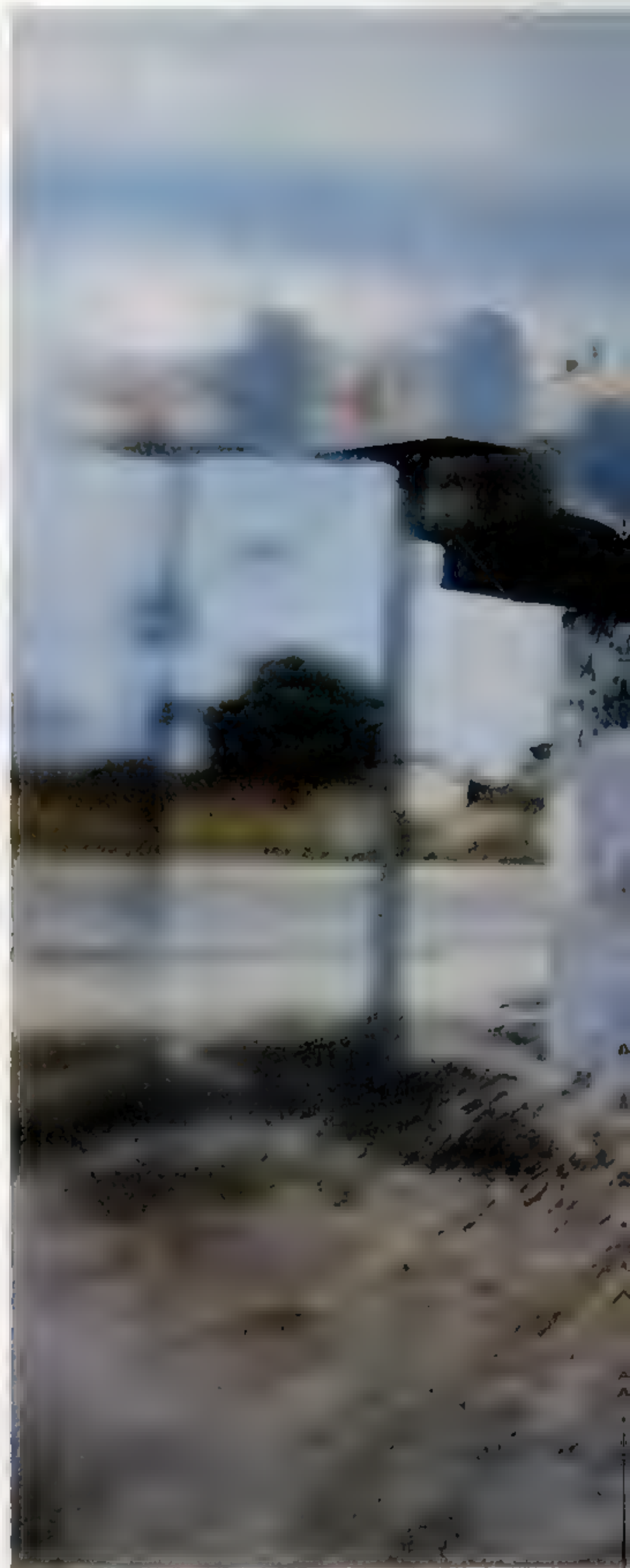
WALT WHITMAN



A WORN CHAIR, up for sale in a swap shop, still has the warm aura of past comfort.

"Forsake not an old friend,  
for the new is not comparable. . . ."

ECCLESIASTICUS 9:10







LONELY MAILBOXES can hold a welcome word from someone in world outside.

"You say there is nothing to write about. Then write to me that there is nothing to write about."

PLINY THE YOUNGER





HAY RAKE on North Carolina farm is raised for moving at end of a satisfyingly busy day

"Happy the man, whose . . . care  
A few paternal acres bound  
Content to breathe his native air  
In his own ground."

ALEXANDER POPE

MONUMENT in plaster working mode, is studied by its sculptor, Laura Gardin Fraser

"I look on that man as happy  
who, when there is question  
of success, looks into his  
work for a reply."

RALPH WALDO EMERSON

MINIATURE, ship in bottle, is repaired by Chris Svendsen in New York seamen's home

"It is neither wealth nor splendor,  
but tranquility and occupation  
which give happiness."

THOMAS JEFFERSON















AT A BIRTHDAY, besides the conviviality of a party, come the joys of being remembered

"Happiness is white and pink"

THÉOPHILE GAUTIER

PEOPLE IN LOVE share, beyond the emotion itself, the comforting joys of security

"The supreme happiness of life is the conviction that we are loved"

VICTOR HUGO





QUIET RESPITE from the exhaustion and trying strains of a long day comes at its close.

"How it is I know not; but there is no place like a bed for confidential disclosures between friends. Man and wife, they say, there open the very bottom of their souls to each other; and some old couples often lie and chat over old times till nearly morning."

HERMAN MELVILLE



SUNNY CORNER in a country library calls up the pleasure of browsing among books.

"Consider what you have in the smallest chosen library. A company of the wisest and wittiest men that could be picked out of all civil countries in a thousand years. . . ."

RALPH WALDO EMERSON

FESTOONED CAR, streamers flying behind, carries newlyweds off on their honeymoon.

"The immortal spirit of one happy day!"

WILLIAM WORDSWORTH







*Move up  
to quality-*



THE BEER THAT MADE MILWAUKEE FAMOUS

*Move up  
to Schlitz!*

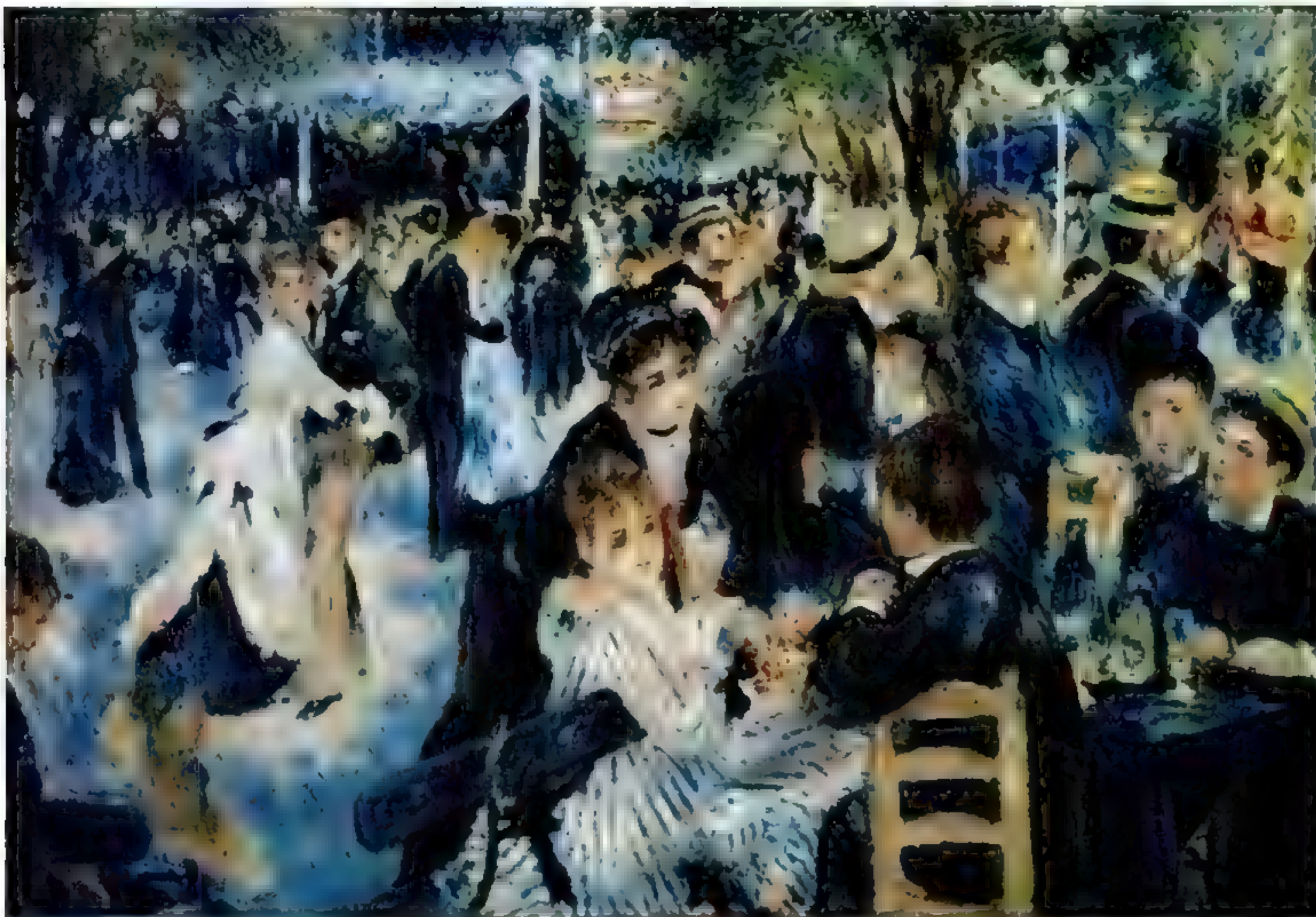
Clear, cool and inviting. Happily the best in this world doesn't always cost a lot more. Refreshing Schlitz, for example, is quality within reach of all. It's one of the finer things of life everybody can afford. Enjoy it often.

**World's best seller at any price**

© 1958 Jos. Schlitz Brewing Co. Milwaukee, Wis.







# The Modern's New Riches

## GIFTS MARK REOPENING OF NEW YORK MUSEUM

Last spring, in a sudden blaze that ravaged its galleries, New York's Museum of Modern Art lost \$250,000 worth of paintings and was forced to close its doors for full-scale repairs. Now, in a blaze of glory, the museum has reopened and unveiled not only its newly renovated interiors but a wealth of new treasures, valued at nearly \$3 million.

These treasures, 50 modern paintings and sculptures, are vivid testimonies to the dedicated support which the museum has garnered during its 29 years, for all of them have been given or pledged to the museum by American patrons. Along with these new acquisitions, the museum is presenting the first big U.S. exhibition of a pioneer modern master (shown on a following page).

The museum's new glory stems not only from millionaires but from men in the street. After the fire, some 2,000 people from all over the U.S. made contributions ranging from 25¢ to \$5,000, enabling the Modern to transform itself into one of the handsomest—and most fireproof—museums in the country.



A RENOIR worth \$400,000 has been promised to museum by U.S. Ambassador to Britain John Hay Whitney. Depicting the Montmartre cafe Moulin de la Galette, it is early version of the famous Renoir that hangs in Louvre.

A PICASSO portraying two acrobats is the promised \$125,000 gift of the museum's president, William A. M. Burden, and his wife. An early work, done in 1905, it is one of eight Picassos pledged to museum by various donors.





**NOW!**

Give your skin this soft, smooth, radiantly young look!

**BEAUTY ICE\*** is the one-and-only product that keeps moisture in your skin *and* tightens pores!

How does sparkling-bright Beauty Ice make a radiant *difference* in your complexion? It contains *two* newly-developed cosmetic ingredients, plus especially refined lanolin and humectants, to *beautify* as never before! *No* beauty product you've ever known can soften and smooth, tone skin and tighten pores all at the same time, Beauty Ice can!

Not a liquid, not a cream, but a shimmering, blue-green "solid moisture". Use as an *invisible facial* every morning, under makeup—it works all day to freshen your face; every night, after cleansing—it disappears *into* your skin, leaves no trace on a pillow-case! You'll love it. *It's like bathing your face in champagne!* 1.50 plus tax

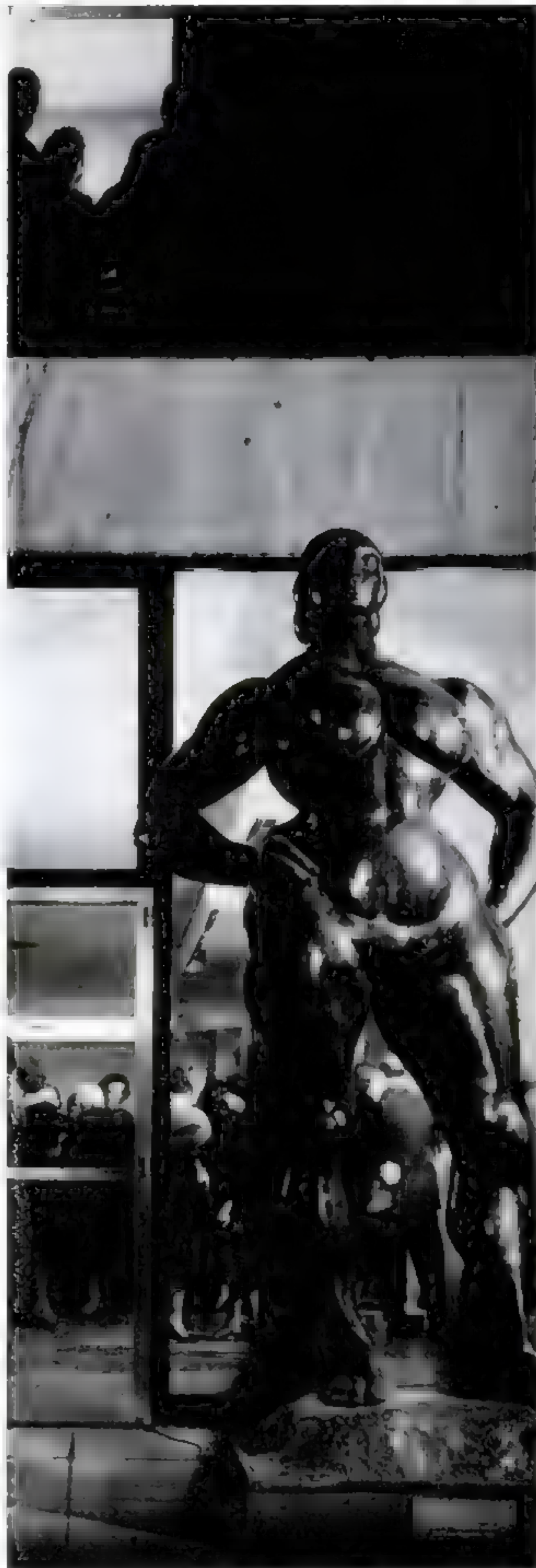
AT LEADING DEPARTMENT AND DRUG STORES

DESERT FLOWER  
**beauty ice**  
by SHULTON



THE ONLY MOISTURIZER THAT TIGHTENS PORES!

MODERN'S RICHES CONTINUED

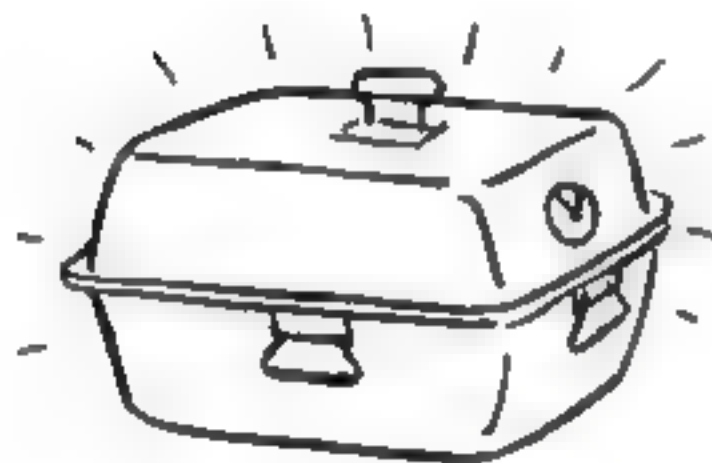


**PRIVATE RECEPTION** in the evening was arranged for the people who had contributed to the museum. Guests crammed the galleries where the new acquisitions were hung and peered into the garden where old favorites like Gaston Lachaise's seven-foot *Standing Woman* were on view once again.

CONTINUED



One thing about  
cleaning roasting pans,  
you feel so good  
when you're finished.



**With S.O.S**  
**you finish faster!** Only S.O.S is interwoven

to hold its shape—hold its soap. That's why  
women say nothing else cleans, scours  
and shines as fast. (And interwoven fibers  
are easier on your hands.)



**P.S.** *The fresher the pad, the faster you finish!*





IF YOU CAN FIND A BETTER BOURBON BUY IT!

**Ancient Age**

THE Milder BOURBON



KENTUCKY STRAIGHT BOURBON WHISKEY • 6 YEARS OLD • 86 PROOF • ©ANCIENT AGE DIST. CO., FRANKFORT, KY.

MODERN'S RICHES CONTINUED

## ART OF MODERNIST ARP



**SOLITARY SPECTATOR**, New York Sculptor Marcel Breuer's first work of modernist sculpture, is on display at the Museum of Modern Art, New York City.



**ARP'S ART**, resembling organic forms, surrounds the 71-year-old sculptor (right) and Museum Director Rex Reed at the opening of the show.



Built for the 1 man in 4 who wants a little bit more:



Cars that can do what they look like they can do

Engineered to be the finest driving cars in America.

The new cars of The *Forward* Look for '59 from Chrysler Corporation.

Now ready for you to try at your dealers.

Now turn the page for details





BUILT FOR THE 1 MAN IN 4 WHO WANTS A LITTLE BIT MORE

# Why new 1959 Cars of can do what they look

The smell of a new car is heady stuff.

And when it's a new 1959 Car of The *Forward Look*, the beauty of it makes it tough to be hard-headed.

But the best part comes next—

These cars are engineered to be driven.

At their best when they're in motion as your hand and foot command!

Here's why they *can* do what they look like they can do:

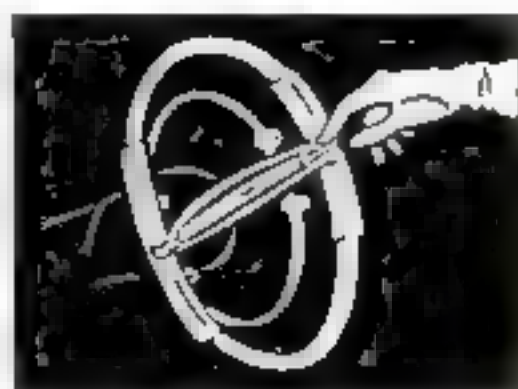
All the controls are at your fingertips. The pushbutton driving controls are all in one handy cluster of buttons, just under your left hand. (Easy for you to get at—keeps your right hand on the wheel. And the youngsters can't reach 'em!) Another set of buttons to your right controls the heater and air conditioning. And the instruments on the new panel are grouped where you can see them, without looking too far away from the road.



Touch the button—and go! Push-button TorqueFlite controls are simple, mechanical and proved by over 15 billion miles of driving.

The steering works for you full time. We call it Constant-Control full-time power steering, because it doesn't just "cut in" at sharp turns, the way some power steering does. Ours helps you all the time, so you have a constant, steady "feel of the road." It makes these the best-driving cars in America.

Constant-Control power steering. Steering that works for you full time, never has that "on-and-off" feeling—makes parking easier than ever before.



They don't bob their noses or scrape their tails when you start and stop fast . . . and they take corners flat and steady as if they were on rails. Only the cars from Chrysler Corporation have Torsion-Aire Ride. It gives you a firm, sure-footed ride, even over railroad tracks and rough country roads. (And for '59 you can also get The *Forward Look* cars with added *air units* in the rear. This gives you automatic leveling—so even if you have a heavy load, the car rides as level as it does when you're alone up front.)

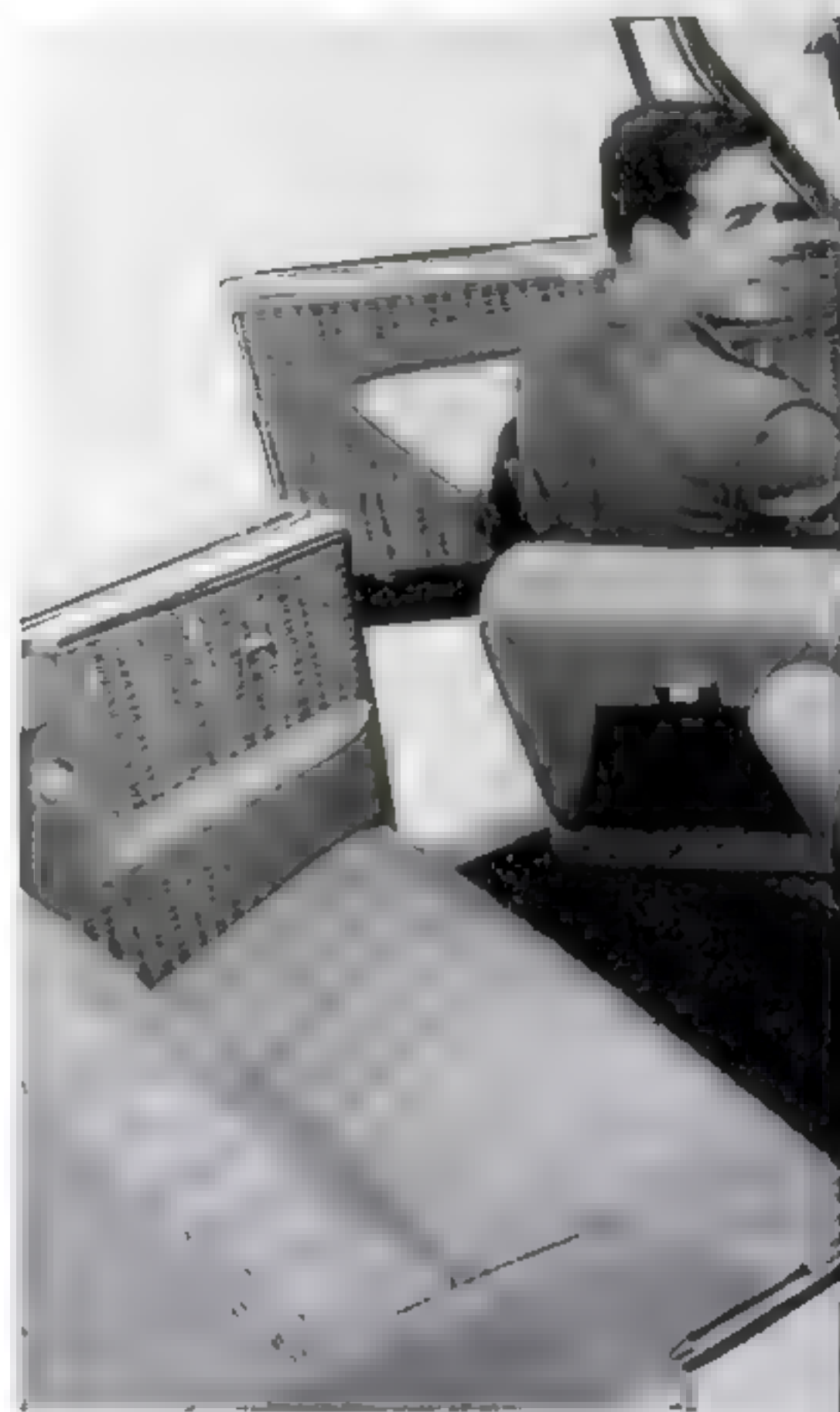
The seats swivel to let you in and out. These are the easiest cars you've ever seen to get in and out of. As you can see in the picture, the seats turn like an office chair, on noiseless nylon bearings. They lock in place while you drive—and adjust to suit your driving comfort. Our new, roomier body design for '59 gives you extra head and knee room besides—especially in back.



New Mirror-Matic Electronic Mirror and Automatic Beam Changer give you new night driving security.



Mirror and headlights adjust themselves for night driving. You've never driven a car that did so much to make you



New swivel seats, available only

feel secure at night! The headlights dim automatically when another car approaches from up front. And the rear-vision mirror adjusts itself electronically to take the glare out of lights coming at you from behind.

A few of the other safety features: an outside fender mirror you can adjust from *inside* the car . . . electric windshield wipers that don't slow to a gasp on hills or when you step out to pass somebody . . . and Safety-Rim Wheels designed to keep the tire from jumping the rim if you ever have a sudden blowout.

Compound windshields that sweep all the way across and wrap around the front of your field of vision—and curve up into the top of the car, so you have clear, unobstructed vision in all directions—can even see overhead sig-



## Chrysler



# The *Forward Look* like they can do



on Cars of The *Forward Look*, make them the easiest cars to get in and out of you ever saw

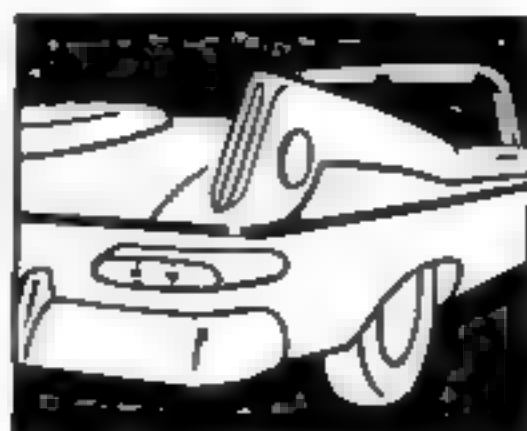
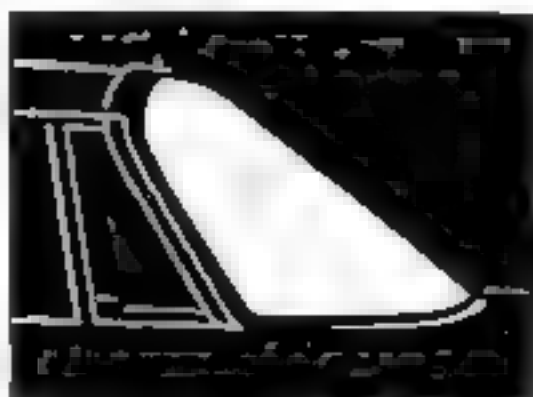
nals without having to "crane your neck." And there's safety glass in every window.

New power up front—and brakes with the muscle to hold it. You may remember that Chrysler Corporation cars walked off with top performance honors in the famous Mobilgas Economy Run for the past two years straight—with every other major car in America pitted against them. The new '59 models are available with new engines—even

better than those that set the pace in '57 and '58!

And they've got the brakes to go with 'em—Total-Contact brakes. Two hydraulic cylinders up front, where other cars have only one. And the brake makes contact all the way around the drum—not just part of the way, as in other cars. Touch the power brake pedal—and you STOP.

Compound windshields, introduced first by Chrysler Corporation, let you see all around—even watch overhead signals without having to crane your neck.



True aerodynamic styling not only sets the pace for design but also makes a real contribution to your car's driving stability on the highway.

The Look that started the trend is handsomer than ever in The *Forward Look* cars for '59. There's no mistaking them on the road, with their low, sleek, powerful look, and true aerodynamic design that helps keep the car steady on the road.

And to protect their looks (and your investment for the future)—even the paint on the outside is new this year. New "Lustre-Bond" super-enamel finishes, so tough and glossy, a light wash and wipe makes your car look like you spent the whole weekend polishing. Inside—new textured upholstery fabrics and trim are more durable and beautiful than ever.

And the quality of workmanship built into these cars is apparent everywhere you look—inside and out.



More room to sit, more room to carry things than any other station wagons on the road.

America's biggest, best-looking wagons. We build our wagons family-size, with more sitting and carrying room than any others at any price. More Chrysler Corporation pioneered features too—third seat that faces back, spare tire hidden in the fender, windows that roll down into the tailgate, seats that fold flat to the floor in less time than it takes you to read this sentence.

But words are a poor substitute for the real thing, when it comes to describing cars like these. You've got to *drive* one to believe it!

Stop in this week. The dealer has a car waiting for you and the family to try out. Take a new 1959 Plymouth, Dodge, DeSoto, Chrysler or Imperial and put it through its paces. Pick the roads you know are toughest. One drive will convince you—these are the cars that can do what they look like they can do!

## Corporation

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL



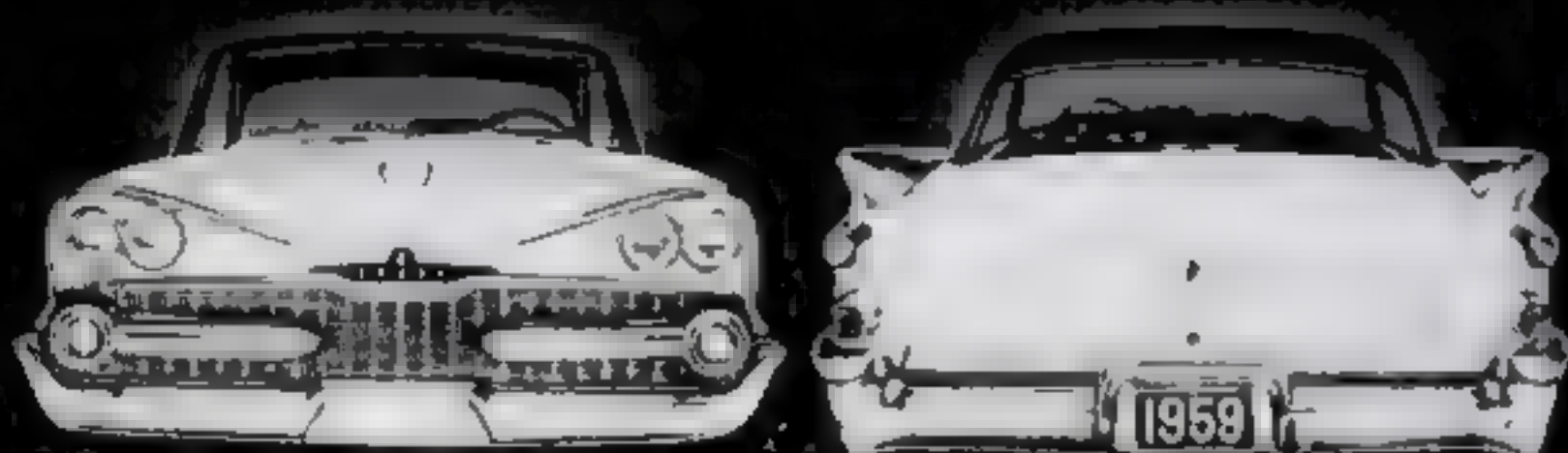
# How to spot The New 1959 Cars of The *Forward Look*

## PLYMOUTH



'59 Plymouth is longer—looks more sleek than ever. Massive grille and low-slung bumper give it a "like-off" look. Note the clean sweeping fins, and new optional sports deck—an added touch of elegance.

## DODGE



'59 Dodge is all-new, coming and going with headlamps set under sweeping brows, sculptured fins and lights in back. Note the easy-to-get-at trunk of all Cars of the *Forward Look* from Chrysler Corporation.

## DE SOTO



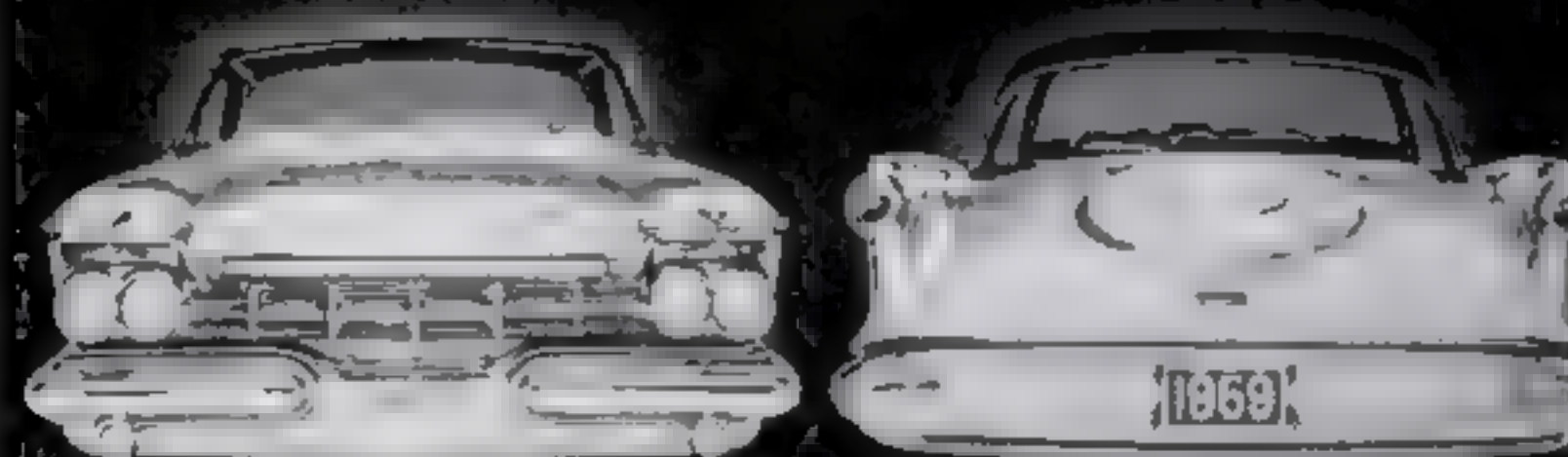
'59 DeSoto has black rubber bumper guards, big functional bumpers, triple taillights. Notice the seeing area of our compound windshields and big wide rear windows—13 sq. feet of glass in rear window of *DeSoto*.

## CHRYSLER



'59 Chrysler has new engines—looks as powerful as it is. Headlamps and signal lights are blended into the handsome aluminum grille. In rear, tailpipes are hidden, to help give it that clean modern look.

## IMPERIAL



'59 Imperial has the famous "gunsight" taillights—most distinctive style "trademark" on the road. Notice how big protective bumpers and low set headlamps give Imperial new richness and look of leadership.

# And they can do what they look like they can do



*(A drive will bring out the difference  
great engineering makes)*

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL





FRIENDS OF THE ELEPHANTS—MOREL, QVIST THE DAN, MINNA, THE BARON AND A NEWSMAN—GATHER AT VILLAGE NEAR THE ELEPHANTS' WATCHING PLACE

## An Odd Epic of Elephants and Men

Few people feel deeply about elephants. They come in the summer mostly, along with the rains, and are briefly amusing. Even in Africa hardly anybody could understand Morel, a strange intruder who walked the bush alone, like Ford, proclaiming his love for elephants.

Morel's philosophy is that the roots of heaven are everything that lives upon earth and that man needs all the friendship he can get, especially that of the majestic herds of elephants which roam the region. When he and an odd crew of elephant-loving cohorts—a people-hating baron, a pampered prostitute named Minna and a Danish naturalist—set out to guard elephants against hunters, they all but set Africa afire.

All this Rougemont Gary, a writer who is also French consul general in Los Angeles, told in a lovely novel, *Roots of Heaven*. Now Darryl Zanuck has brought it to the screen for 20th Century-Fox with America's John Huston directing and with Frances Juhan, Greece's Errol Flynn and Britain's Trevor Howard all giving superb performances. Especially fine is Howard (pp. 109-112) who, after many distinguished but unspectacular years as an actor, suddenly emerges as one of the movies' top stars. Together, the cast and director have brought Gary's endearing characters alive and fashioned a film which, though sometimes too big and pompous, still makes a moving plea for freedom and human dignity.

ON THE SHORES OF LAKE KERE, THE ELEPHANTS GATHER IN A CONCENTRATION THAT DRAWS THE IVORY HUNTERS WHO THREATEN TO DEIMATE THE HERDS



CONTINUED

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**LIGHT** and  
**MILD** as a cigarette  
**MELLOW** and satisfying as a cigar  
 The **BEST** of both rolled into one

## Robt. Burns *Cigarillos*

You get such a welcome change when you smoke a Robt. Burns Cigarillo because of wonderful Smooth Smoke\* Binder Tobacco—a new veinless form of tobacco made smoother to smoke milder.

That's why a Robt. Burns Cigarillo is so pleasant tasting, so refreshingly mild. Today, for a change of pace, try a Robt. Burns Cigarillo. Just 5¢ each . . . and in handy five-packs.

\*TM Gen. Cig. Co., Inc.



## ELEPHANTS AND MEN CONTINUED



**NATIVE FRIENDS** of Morel, taking part in village community protection when guerrillas try to arrest him for making freedom fighters out of his people.



**MUTE ADHERENT** of Morel's—the Baron (Olivier Bassano)—is a devoted philosophy who speaks 14 languages but, hating people, refuses to speak to them.



**ODD RECRUITS** in Morel's cause rest on trip to his hide-out—Mura and Major Forsythe (Errol Flynn), a drunken British soldier who brings supplies.



# BIG SIZE...BIG SAVINGS

for two big  
family favorites!



CHEF BOY-AR-DEE®  
real Italian-style Ravioli



CHEF BOY-AR-DEE® real Italian-style  
Spaghetti and Meat Balls

Hearty heat 'n' eat meat treats ready to satisfy any appetite! They'll delight the budget-minded, too -and who isn't? Each 40-ounce can of Spaghetti and Meat Balls or Ravioli serves five.

Each is made from Chef's own Italian recipes . . . tender pasta, tasty meat, tangy tomato sauce spiced just right! No wonder everyone loves 'em . . . children, too. Wonderful for hot meals.

Keep a goodly supply on hand and serve Chef often! Costs so little, but oh so good! Also available in the 2-serving size.

Also available in Canada







**WIN A \$5000<sup>00</sup>  
SCHOLARSHIP!**  
or one of **147 CASH PRIZES**

**FREE \$5000 SCHOLARSHIPS  
TO THE 3 TOP WINNERS...**

- a college student
- a high school student
- a junior high school student

**Enter the underwood *Golden-Touch***

**\$ 81,150<sup>00</sup>**

## **CASH & SCHOLARSHIP CONTEST**

### **3 NATIONAL SCHOLARSHIP PRIZES**

\$5000 scholarships go to the 3 top winners:  
a college student, a high school student and  
a junior high school student (7th, 8th or 9th grader).

PLUS an all-expense-paid trip to New York City for  
the 3 top winners and favorite teacher of each

### **147 STATE CASH PRIZES**

- 49 \$1000 prizes to college student winners.
- 49 \$ 250 prizes to high school student winners
- 49 \$ 100 prizes to junior high school student winners  
(7th, 8th or 9th grader)

**150 PRIZES IN ALL**

### **IT'S EASY TO ENTER THIS PORTABLE TYPEWRITER CONTEST!**

Go to your local Underwood dealer, or to the nearest  
store carrying Underwood Golden-Touch portables, and  
get your dealer-signed entry blank. There's no obliga-  
tion to buy. Simply...

1. Write in 100 words or less: *How a portable typewriter could help me improve my school work...*
2. Complete in 25 words or less: *"I have tried Underwood Golden-Touch and I like it because..."*

-----  
**GET YOUR ENTRY BLANK TODAY!**

...at your Underwood dealer...at the nearest store  
carrying new Underwood Golden-Touch portables  
**HURRY! CONTEST CLOSING DECEMBER 15, 1958**



**underwood**

the only portable typewriter with *Golden-Touch*



# AN ELEPHANT'S FRIEND ON HIS HEARTH

In Europe, Trevor Howard has long been near the head of the class as an actor. But in America he remained little known despite his series of fine performances in British films like *Brief Encounter*, *The Third Man* and *The Heart of the Matter*. This year, first in *The Key* with Sophia Loren and now in *The Roots of Heaven*, he has changed all that and taken his rightful place in popularity on both sides of the Atlantic.

Howard is not sure why he became an actor in the first place. He says, "I suppose there wasn't anything else to do." But of acting he declares, "I won't do anything unless I know it is right. And how do I know when

it is right? Out of the back of my head, just like I became an actor."

Though he is serious about his profession, Howard is a rollicking man after work. He likes to wear old clothes and pad about shoeless. He drinks largely of any liquid handy, bellows like a bull when excited, adores jazz and has a passion for cricket. He likes to roam. Once, at the airport waiting to fly to Germany, he saw a Finnish travel poster and took off for Helsinki instead just to see whether reindeer really haul baggage there (they do). He loves parties. When a big movie party in London threatened to end at dawn, he persuaded everybody to fly to Paris and carry on.

AT HOME TREVOR HOWARD AND HIS WIFE HELEN CHERRY, HERSELF A FINE ACTRESS, ADMIRE FLANNEL ELEPHANT SHE GAVE HIM AS A MASCOT YEARS AGO



CONTINUED





**PICKING APPLES.** Trevor and Helen stroll in garden of their home at Ayles, north of London.



**IN LOCAL PUB.** The hotel owner, Howard, is a barroom regular. He is seen at the pub in the background.



**SHOVE HAPPENNY.** A man is seen at the pub in the background. He is seen at the pub in the background.



**A JAZZ FAN.** Howard, the owner, is a barroom regular. He is seen at the pub in the background.



# Pleasure up your smoking with America's Best Filter! Enjoy new Hit Parade

America's Best Filter

The world's finest tobaccos



with over 400,000 filter traps

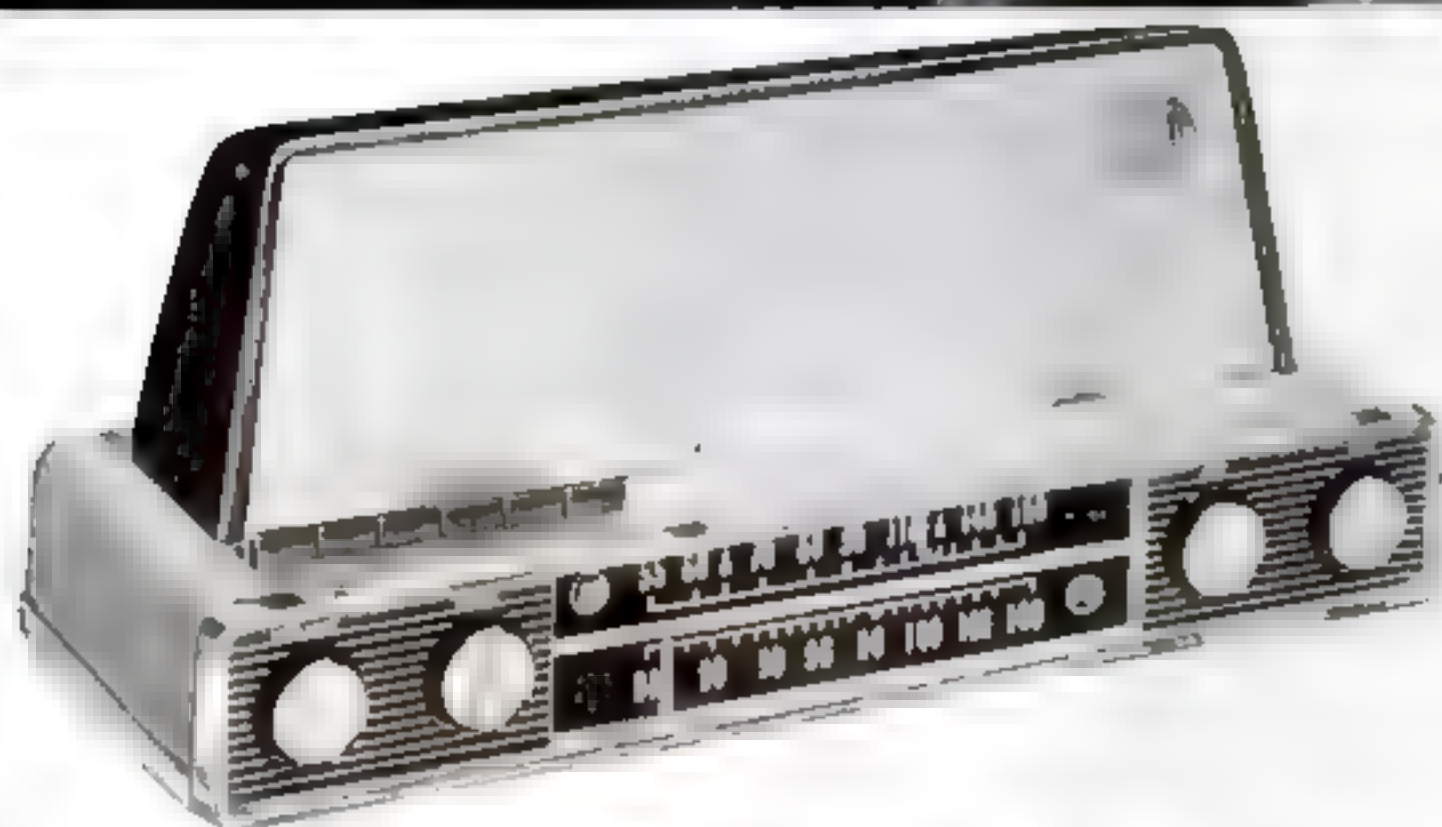
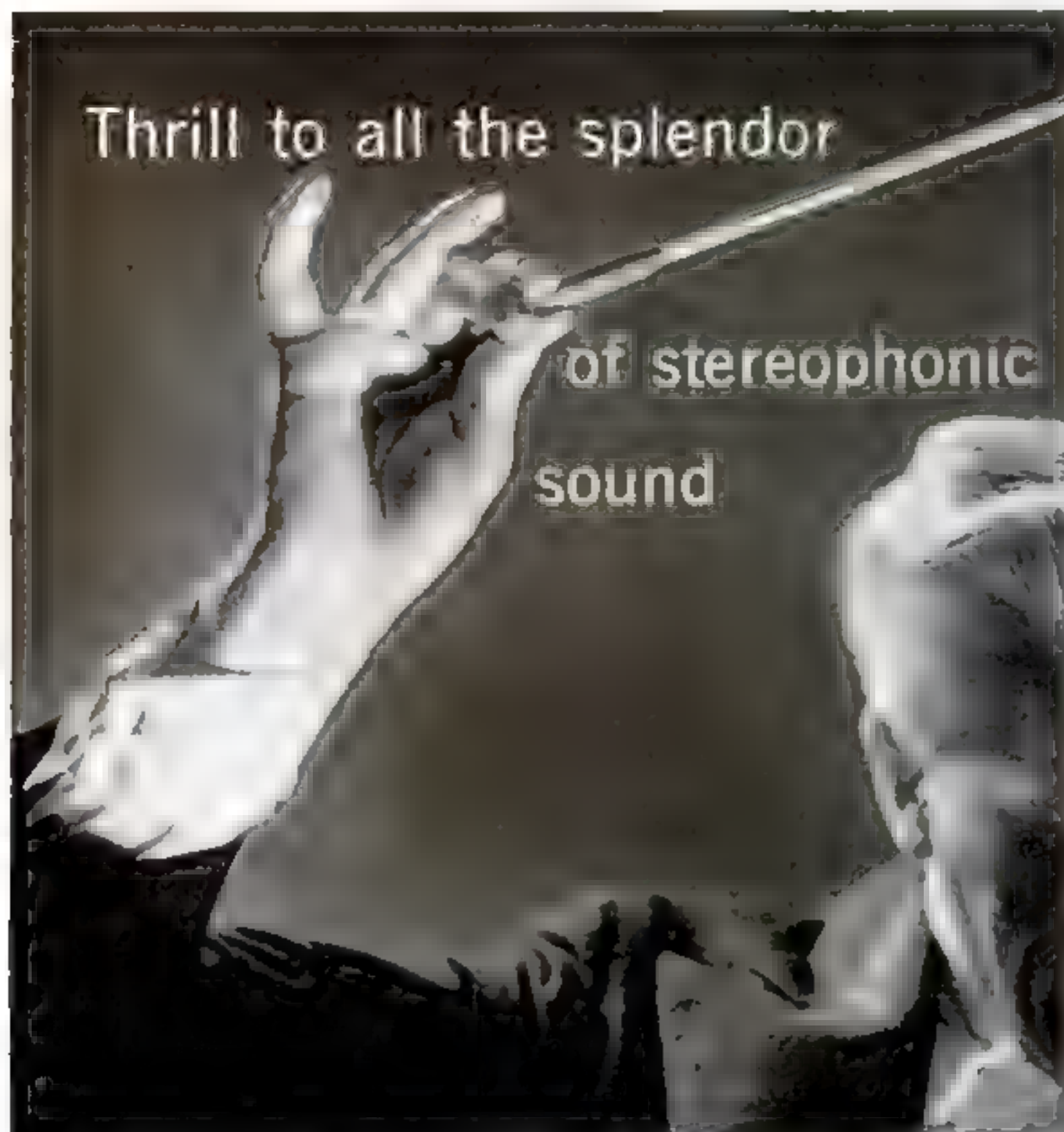


The pleasure's all *yours* in new Hit Parade. For its remarkable filter, with over 400,000 filter traps, takes no flavor toll from the world's finest tobaccos. It draws freely . . . delivers deep, full smoking enjoyment. And test after test\* proves that new Hit Parade outfilters all leading filter brands.

\*By the entirely new and improved testing method of advanced accuracy that traps and weighs total smoke solids.

©A.T.C. Product of The American Tobacco Company — "Tobacco is our middle name"





*You hear as if you're there*  
with the new Arvin hi-fi stereo radio

A wider, more wonderful world of sound is revealed when you tune in stereophonic broadcasts with this new Arvin hi-fi stereo radio.

Connect it to matching Arvin 2-speaker hi-fi amplifier (\$49.95) or to your straight AC television. It's portable so you can position it for best stereo reception.

Your ears will insist you're in Carnegie Hall! Never before have you heard the depth, breadth and color of live sound so fully and flawlessly recreated.

Brilliantly engineered, this Arvin brings you the best in single-receiver

listening as well, either AM or FM. Nine tubes, 2 selenium rectifiers; 2 harmonically balanced speakers; frequency range 30 to 15,000 cycles; gyroscopic tuning; phonojack; push-button controls. Lifetime Arvinyl and plastic cabinet in textured gray and satin black, \$100.00.

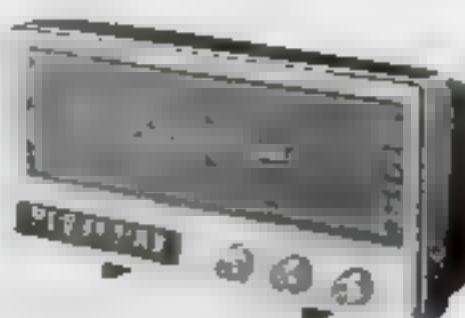
**Arvin**

LAST WORD IN RADIOS

**A** Arvin also makes Phonographs, Portable Electric Heaters, Car Heaters, Ironing Tables, Outdoor Grills, Leisure Furniture and Electric Fans.

#### New Arvin 2-speaker transistor table radio

The ultimate in cordless, tubeless, transistor radio design. A fine living room receiver you can pick up and play anywhere—in car, boat, beach or picnic. \$59.95 less batteries. Other Arvin radios, \$18.95 to \$100. Slightly higher far West and South. Send for illustrated folder: Dept. RI4-810, Arvin Industries, Inc., Columbus, Ind.



AS RUGBY PLAYER Trevor (center) posed with his house team at Clifton College when he was a big-for-his-age ... He also played cricket and boxed.

## SCHOOL TO SHAKESPEARE

"I was always at the bottom of the class," Howard remembers of his school days, "but I was so good at games nobody minded." After leaving school, he applied to London's Royal Academy of Dramatic Art and was surprised when they accepted him as a student. "What I did not realize," he says, "is that they never refuse a man. I was in a class of five men and 20 women. I played Benedick in *Much Ado* and had eight Beatrices and they gave me a scholarship for the second year." He played repertory and with the Stratford-on-Avon Shakespeare company and landed in a London hit. Then came the war and, irked because he was turned down as a volunteer, he forced the War Office to send the police to fetch him when he was at last wanted.

Once in, he volunteered for an airborne division, was commissioned and dropped straight into the sea near Sicily instead of on the beach where he was supposed to land. "We floated about singing songs," he recalls. "The two favorites were *Jingle Bells* and *You Are My Sunshine*, and I am not at all sure it was not Alec Guinness' ship that finally picked us up." He refuses to say what he did later in the war. Whatever it was, he won the Military Medal for it and was invalided out of the service in 1944.

Then he married and settled down to creating a long list of wonderful roles. He loves elephants and when he read *Roots of Heaven* he let the word get around that he was aching to play Morel in the movie. When he heard it was about to be cast he hustled home to Arkley from a vacation abroad just to sit waiting by the telephone. One day, it rang.

HOWARD WAS ROMANTIC PETRUCHIO IN OLD VIC'S "TAMING OF SHREW"





"Any treat will stop a trick...  
as long as it's from  
**Post Treat-Pak**"



DICK SARGENT

No tricks this Halloween when the treat's from Post Treat-Pak. Six boxes of snack cereals especially for children. Sugar Crisp, Sugar Rice Krinkles and new Post Alpha-Bits... every one—fun!



"ALL POST CEREALS HAPPEN TO BE  
JUST A LITTLE BIT BETTER"





# "Good morning, Ladies and Gentlemen,



## welcome aboard the new Pan Am

10:20  
A.M.

"Good morning, ladies and gentlemen, this is the Captain speaking. On behalf of the flight crew and myself, I would like to welcome you aboard Pan Am's Jet Clipper America.

Our flight this morning will take us nonstop to London Airport.

Our flight plan calls for an arrival time fifteen minutes ahead of schedule as we will be benefiting from a substantial tail wind, courtesy of the jet stream. This means that for much of our flight our ground speed is expected to be 620 miles per hour.

We will fly far above the weather, at an altitude of 31,000 feet and will arrive at

London Airport at 9:20 p.m. London time.

*Now a word about the Jet Clipper America in which we are flying—it's a Boeing 707, the world's fastest airliner.*

The Boeing 707 has been flown and tested on international air routes for over 4 years. Each of the four pure jet engines that you see under the wings can provide up to 13,000 pounds of thrust. The absence of pistons and propellers accounts for the quiet and the lack of vibration you are now enjoying.

From time to time during our flight today, I will speak to you again pointing out items of interest. For example, out of the port window—your left side—you can take a parting look at the New England coast line.

In a few minutes, flight attendants will pass down the aisle serving you luncheon and refreshments.

12:00  
NOON

*This is the Captain.* We are at cruising altitude, 31,000 feet. Our ground speed is 620 miles per hour as we have just entered the jet stream. For the next hour and a half we will continue to get an assist from this natural air current. We use the jet stream whenever we can to add to our ground speed. Now—if you'll look out of your window you will notice how intensely blue the sky is. That's because we're almost in the stratosphere. It's a bit chilly out there—some 60 degrees below zero!



this is the Captain speaking...



Oct. 26, Pan Am's Jet Clippers\* will fly you from New York to Europe . . . the fastest service by far to London, Paris and Rome.

## Jet Clipper America."

3:30  
P.M. →

*This is the Captain*

Ladies and gentlemen, I've just been talking with Flight Control at London Airport. The temperature is a balmy 64 degrees and there's a light breeze—perfect English fall weather for walking, golfing, or shopping. A half hour from now we will be ready to make our descent, putting us down at 9:20 London time. If you have not already changed your watches, I suggest you do so. It is now exactly 8:30 London time.

By the way, ladies and gentlemen, there's a lot to see and do in London at night. And one of the most interesting is a walk along the Thames Embankment with an excellent view of the Houses of Parliament and Big Ben. With tonight's full moon you won't want to miss it.

↑  
4:00  
P.M. →

*This is the Captain*

We are still flying at our cruising altitude of 31,000 feet—almost six miles up. You can look outside

and see beneath you the lights of Ireland. In a few minutes from now we will have crossed the Irish Sea and will be over the ancient port city of Bristol, on the mouth of the Avon. I will not be speaking to you again as we will soon be in our landing pattern over London Airport. It was a pleasure having you aboard our new Jet Clipper America. We are looking forward to having you with us again on your return flight. Thank you."

\*Trade Mark Reg. U. S. Pat. Off.

**Pan American, world's most experienced airline,  
carries almost as many people to Europe as the next 2 airlines combined**





Does she...  
or doesn't she?

**Hair color so natural only her hairdresser knows for sure!**

She happens to be pretty to begin with... but her beauty is more than just a happy arrangement of lovely features. It's **the excitement of her coloring, the look of her hair, its glorious tone and silky sheen!** *This is a beautiful advantage...and she knows it!* What woman wouldn't? So she counts on Miss Clairol *always* to keep the color *fresh*, lively and completely natural-looking in *every light!* Takes only minutes!

**And that's why hairdressers all over the world** recommend Miss Clairol...use it every time to add soft, ladylike, *lasting* color to fading hair...and to cover gray. They appreciate, too, the way it silken the hair, gives it lovely, lively body. With results so sure, *why* should you wait to look younger... prettier...to feel more attractive! Try Miss Clairol yourself! Today! In wonderful new Creme Formula or Regular

**MISS CLAIROL®** HAIR COLOR BATH®

MORE WOMEN USE MISS CLAIROL THAN ANY OTHER HAIRCOLORING

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**MONKEY JACKET** has slit soles and black satin mandarin collar. Monkey fur is over three inches

long, best comes from African Gold Coast. This jacket is by Italian Designer Capucci (David Furs, \$395).



**BADGER BOD**, over 12 feet long, requires careful draping and walking. A Series design, it costs \$8,000.

## A SHAGGY LADY STYLE STORY

After years of trying to look as sleek as possible many ladies will reverse their old fashion fields this winter and look as shaggy as they can. This season's fuzzy, fluffy look can be helped along with tousled hairdos and such popular fabrics as mohair and loopy tweeds. But the full effect can be achieved only with newly fashionable long-haired furs. This type of fur is such a current rage that furriers have come up with some animal pelts rarely seen on city streets. Guanaco, a South American animal which

looks like a humpless camel, and badger, best known for its use in shaving brushes, add variety to such standbys as fox and lynx.

Long-haired furs are especially becoming on big collars or stoles worn close to the face. They are adaptable to sports or evening and in general are less expensive than curly, short or flat-haired furs. But as styled by top couturiers they can be costly, particularly when one designer completely lines a short-haired fur coat with a long-haired fur (next page).



everywhere there's fun....

# the friendly "Pepper-Upper"



Cheer 'em up with Dr Pepper! Nothing scores higher for refreshment—nothing tastes so distinctively different. It's the friendly "Pepper-Upper" that never lets you down! Enjoy it frosty cold!



ROTH

**\*NOW IN CLEVELAND!**  
Leading stores in Cleveland now have Dr Pepper in Regular and King Size bottles. Get Dr Pepper next time you shop.

**Dr Pepper**  
frosty, man, frosty!



## SHAGGY LADY CONTINUED



**LONG-HAIRED LINING** of blue fox is under a coat of river otter designed by Scusi. Otter slacks are part of the outfit which costs \$4,500 (Ben Kalin).



**PLUSHY PARKA** with hood of guanaco, which resembles vicuña, is shown against guanaco rug. Parka and rug are by Georges Kaplan, cost \$395 each.



# Brews delicious coffee every time and reheats without reperfing!

GENERAL ELECTRIC AUTOMATIC COFFEE MAKER  
BREWS 2 CUPS AS PERFECTLY AS 9...

**PLUS** HAS A SETTING THAT REHEATS  
WITHOUT REPERKING!

You don't have to make a whole potful to get good coffee! The General Electric Automatic Coffee Maker perks even 2 cups to a rich, aroma-full flavor.

And so quickly! The extra powerful heating unit makes 2 cups in four minutes, 9 cups in less than fifteen! There's no watching, no timing. Just set brew selector for strength you desire and relax... signal light flashes when coffee is ready. It reheats coffee without reperfing, too. Now you can enjoy fresh-tasting coffee long after it's been made!

Look for the unique, low silhouette of the General Electric Automatic Coffee Maker at your dealer's today! General Electric Company, Portable Appliance Department, Bridgeport 2, Connecticut.

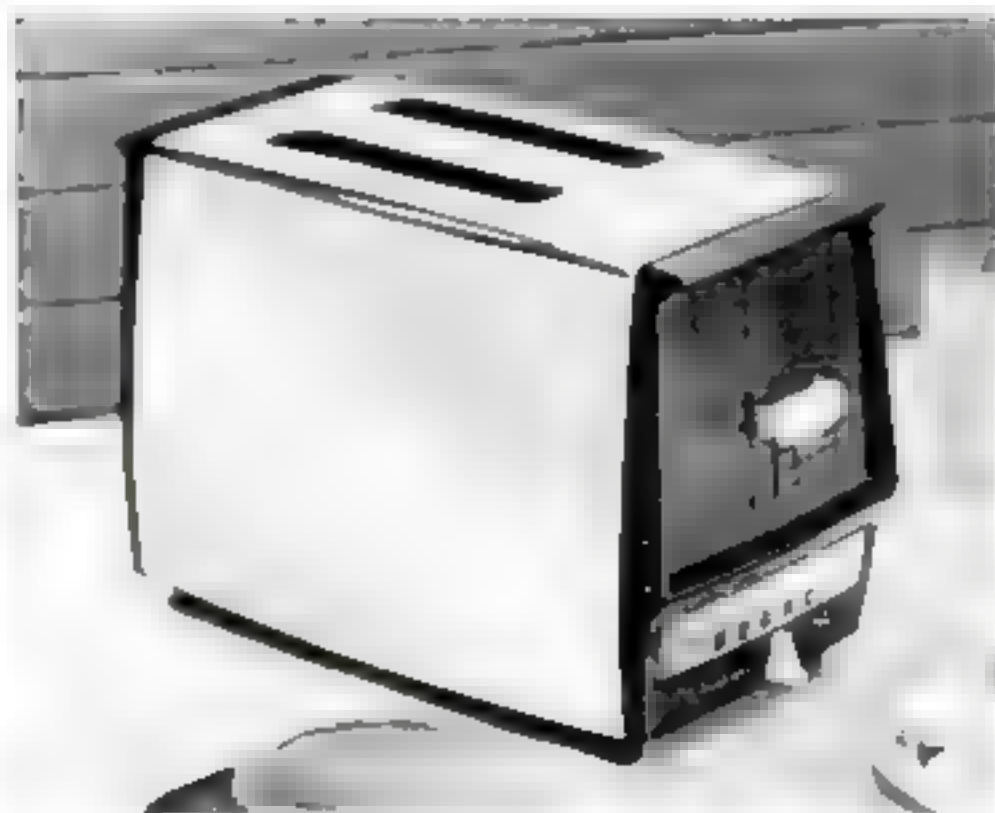


There's always a **PLUS** in General Electric!



It's a steam and dry iron!  
**PLUS** a built-in sprinkler, too!

General Electric Spray, Steam & Dry Iron sprinkles as you iron! Erases stubborn wrinkles in a jiffy—gives you knife-like creases, makes all ironing easier. Switches instantly to steam or to dry.



Nine-position browning control!  
**PLUS** new straight-line styling!

New General Electric Automatic Toaster makes delicious toast *exactly* the way you like it. (Nine different kinds!) Fresh, clean design makes it a real "show-off" piece. The low price will delight you.



Makes all frying easier!  
**PLUS** completely immersible!

General Electric Automatic Skillet watches itself! Silicone thermostat maintains just-right heat for each food... no smoking, no burning. Wonderful for frying, casseroles, even baking!

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC





UNDER COUNTDOWN CLOCK CONTROLLERS MIKE ROSS, CAPTAIN MILLARD GRIFFITH, MAJOR HAL MYERS WATCH FOR ANY SIGN THEY SHOULD DELAY LAUNCHING

# TRIUMPH FROM A 'FAILURE'

**After suspenseful launching, moon rocket's flawed space flight pays off**

The last few seconds of the countdown built into an agony of tension for the little group of men locked in the blockhouse at Cape Canaveral. Quickly, quietly, by remote control, they took the last possible precautions to ensure perfection in their monstrous machine. Outside it stood poised on its concrete-decked launching pad, 88 feet of glistening rocket, the most complex, presumptuous vehicle ever crafted by the hand of man. If its 300,000 parts functioned perfectly, it might go to the moon.

Weighing on the scientists in the blockhouse was the crushing knowledge of the vast and meticulous efforts that had been poured into the

project by the best brains of the Air Force and U.S. industry. They knew that a priceless package of Lilliputian instruments fashioned for scientific measurements of the moon's environs had been installed with surgical cleanliness. And they knew the world was watching.

Inside this strange taut world which a shell of security shields from public gaze, John Bryson made a series of remarkable photographs for the Air Force which LIFE presents as a historic document. For though moon rocket Pioneer narrowly failed to go all the way, its record-setting flight (pp. 121, 125) must be counted not a failure but a major triumph of man.











TRIUMPH FROM A 'FAILURE' CONTINUED

# CHEERS AS PIONEER GOES



**AFTER THE LAUNCHING** technicians and scientists see a light out of the trackhouse, shielding their

eyes against the blinding glare from base's flood light to cheer Pioneer as it climbs into the night



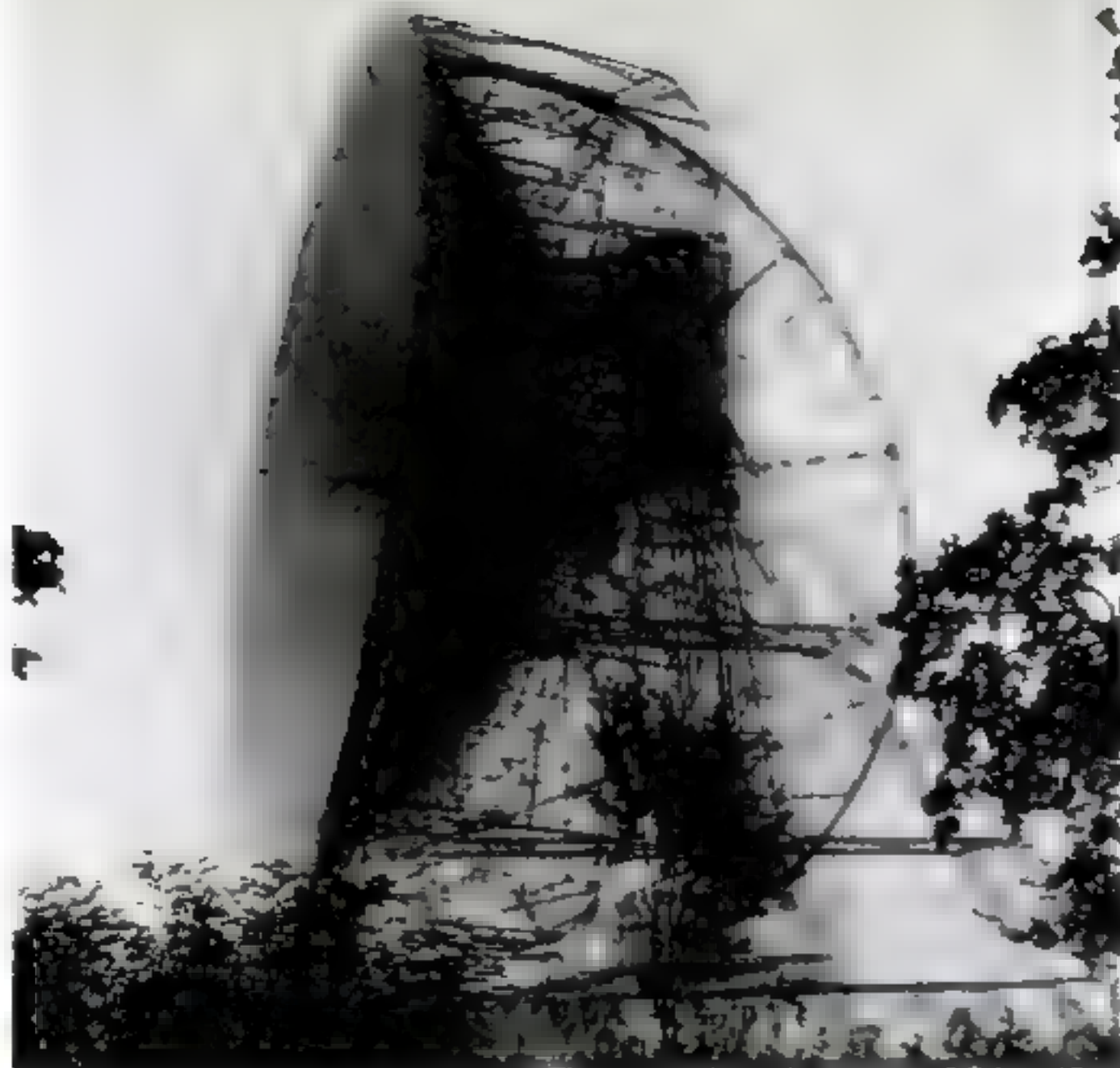
**ELATED OBSERVER** of rocket's flight, S. Myers, one of test controllers shown on page 120



← **GANTRY'S EMBRACE** at sunset, evening before launch, holds rocket in place as technicians swarm up and down. Orange huts are dust-free rooms for equipment.

**LAUNCH CREW'S PRIDE** shows upon the joyful faces of civilian engineers as they watch the machine which they helped prepare rush higher into the night.





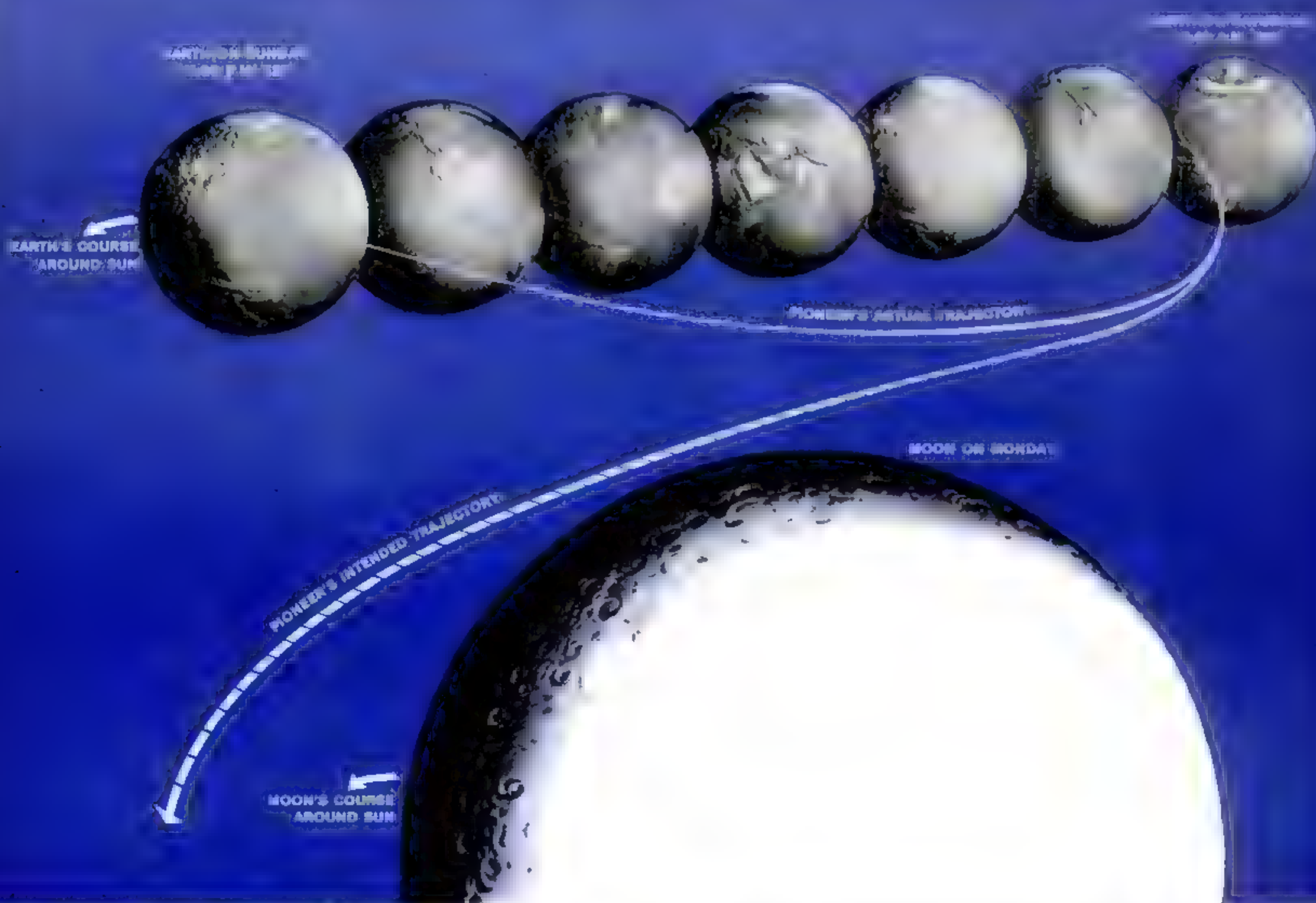
BLURRED IN MOVEMENT, RADIO TELESCOPE IN ENGLAND TRACKS PIONEER

TRIUMPH FROM A 'FAILURE' CONTINUED

## SORTING THE DATA

As Pioneer sped off from earth its precipitous path was tracked by an elaborate global network of extraordinarily sensitive receiving antennas. As its clear signals were collected, a variety of data was transmitted almost instantaneously to a data reduction center in Hawthorne, Calif. There Pioneer's discoveries were fed into a massive computing machine. Then, within hours of launching, its findings were given to the world. They made news of tremendous importance—especially to potential spacemen.

The deadly radiation belt already reported by three earth satellites turned out to have limitations (*see drawings, below right*). The implications were that spacemen, if they passed through it quickly enough, could survive the deadliest zone and break out into conditions of relative safety. But the vast extent of the perilous area could mean man must give up his dream of an inhabited earth-circling space platform which could serve as a jumping-off point for further penetration of space. The moon itself might turn out to be the most likely spot for that. So Pioneer, in its spectacular 43-hour flight, enhanced the moon's importance even though it missed the moon and met a flaming finish in the Pacific.



**WHERE PIONEER WENT** is shown by the solid line tracing its actual trajectory through space. The broken line shows Pioneer's intended trajectory. Its moving target, the moon, is shown here in the foreground with its unknown side, never seen from the earth, reflecting the full glare of the sun. At upper right the earth is shown as it was at the time Pioneer was launched on Saturday morning in the direction of the earth's spin. The earth moved in successive

positions to the left in its course around the sun while Pioneer was in flight. Late Sunday the moon rocket plunged back into the earth's atmosphere, where air friction burned it up southeast of Hawaii over the Pacific Ocean (*upper left*). Had Pioneer reached the vicinity of the moon on Monday as planned, a retro-rocket, fired remotely from the earth, would have adjusted its speed, thus permitting the moon's gravity to pull it around to the other side of the moon.

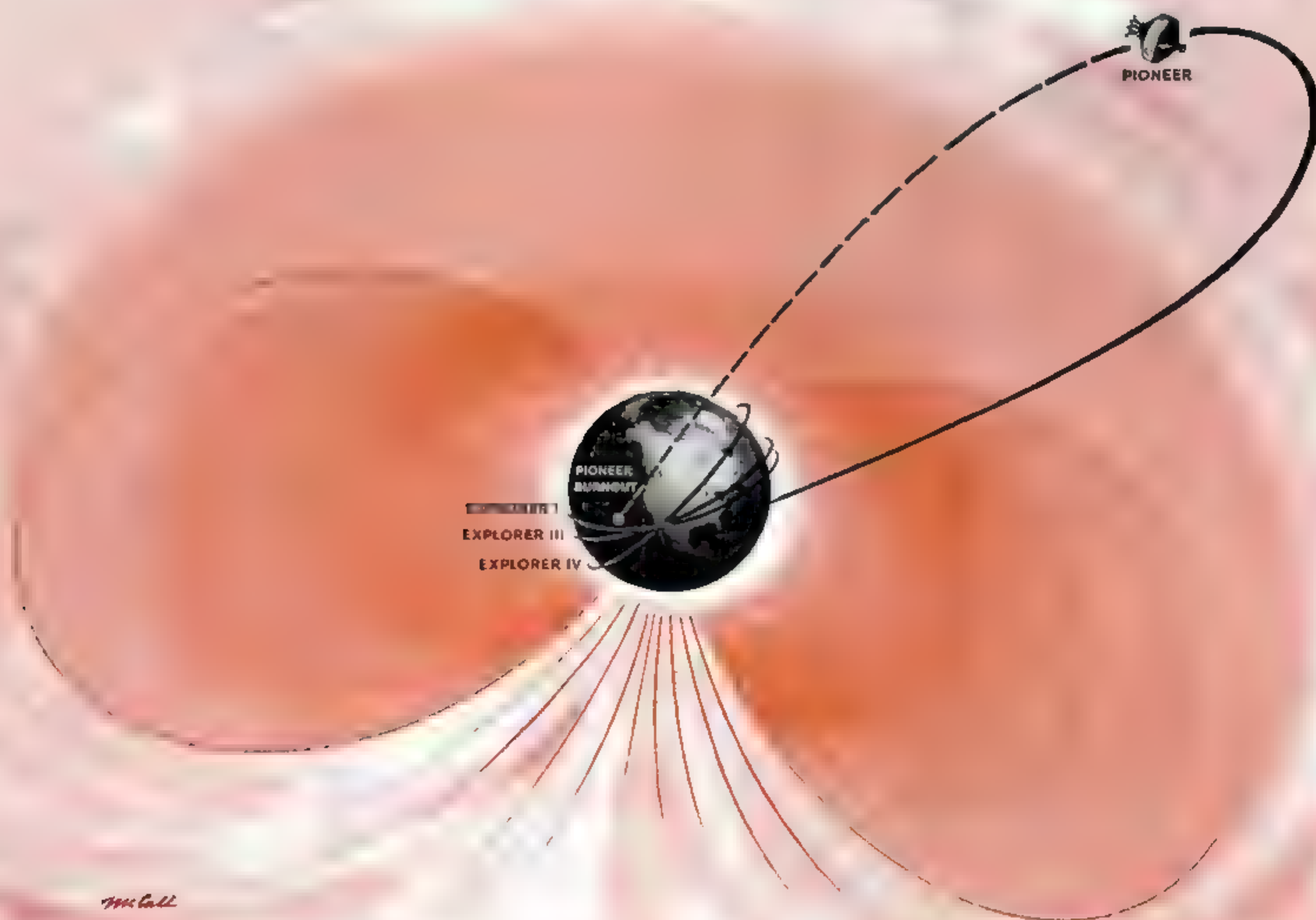




ON SUNDAY, SCIENTISTS AT CALIFORNIA NERVE CENTER FIGHT FATIGUE



U.S. ANTENNAS IN HAWAII FOLLOW MOON ROCKET ON WAY BACK TO EARTH



**WHAT PIONEER FOUND** was evidence that the belt of most deadly radiation, first encountered by Explorer satellites, has definite limitations and seems to take the shape of a doughnut around the earth. Beyond this, radiation peril continues but is less dangerous. This cutaway drawing, in which the front wedge of doughnut is removed, indicates radiation in shades of pink which grow darker as intensity increases. Red lines represent shape of earth's magnetic field which

scientists believe, is responsible for doughnut form because it collects, concentrates and holds radiation from more distant space. Over equatorial zone, Pioneer indicates the radiation intensity rises to a peak at about 7,000 miles, then drops off gradually, but remains highly lethal for at least 15,000 miles more (end of doughnut). Above magnetic poles (hole in doughnut) radiation should be lowest—even lower than that recorded by Pioneer at peak of flight, 79,120 miles.





DESCRIBING WHAT WENT WRONG, Dr. Ruben Mettler of Space Technology Laboratories shows how Pioneer was launched at angle that turned out to be too

high. At left is Dr. George Mueller of STL, next to Air Force's Major General Bernard A. Schriever. At right is Colonel Charles H. Terhune of Schriever's staff.

# SPACE-SPANNING MARVEL

First full story explains flight of doomed but successful Pioneer

*The author, a former magazine editor, is well known for his books about the U.S. Navy's role in World War II (Mission Beyond Darkness, Aircraft Carrier). Now a colonel in the Air Force Reserve, he has followed closely the Air Force's complex preparations for this month's lunar probe.*

by J. BRYAN III

**B**EFORE its brief life came to a blazing end, the moon rocket had established four records: two *greatests* (altitude and velocity) and two *firsts* (high-altitude measurement of radiation and of the earth's magnetic field). But, far more importantly, it proved that man could plan, construct and operate a complex of mechanisms almost as precise, delicate and intricate as his own body. He nearly operated it perfectly—but not quite. The elements that prevented his final success were such trifles, and his margin of failure so narrow, that the story of his attempt, here told fully for the first time, constitutes a vital and absorbing chapter in the early history of the space age.

More than a year and a half ago Major General Bernard A. Schriever, chief of the U.S. Air Force's Ballistic Missile Division, had mentioned the possibility of a lunar probe in a speech before an astronautics symposium. A few months later, during the summer of 1957, the Ballistic Missile Division began specific planning for the probe. Last March, Schriever received the go-ahead from the Advanced Research

Projects Agency (though the lunar project was later taken over by the newly established National Aeronautics and Space Administration). Thanks to brilliant scientific direction by Dr. Louis Dunn and the Space Technology Laboratories of the Ramo-Wooldridge Corporation and to the support of ARPA, Schriever needed only five months between authorization and the first moon-shot test in August. The right decision, the right people and the right facilities had come together at the right time.

The job was to select, adapt or create the right components and to get them together. Here is what went into the resulting four-stage missile (*see p. 122*):

First stage: a standard Thor, built by Douglas Aircraft, modified for use as a booster for the other three stages; 61 feet long, 8 feet in diameter, 52 tons fueled.

Second stage: a modified Vanguard rocket made by Aerojet-General; 19 feet long, 32 inches in diameter, 2 tons fueled.

Third stage: a solid-propellant rocket newly developed by the Allegany Ballistics Laboratory; 5 feet long, 18 inches in diameter, 500 pounds fueled.

Fourth stage (or terminal stage, or payload): This was the heart of the matter, the vehicle which the other stages were expected to carry to their exhaustion, then fling onward, the sole survivor, toward the moon. It had two parts: a so-called "retro-rocket" to act as a kind



# For fast relief of cough and cold miseries



## Candettes® cough-jel

### *New way to cough relief*

Just a squeeze of the handy tube, a swallow of the delicious Jel, and the child's throat is coated with soothing medication. "Specific Cough Control" action brings relief in minutes.



Now . . . no spill, no mess



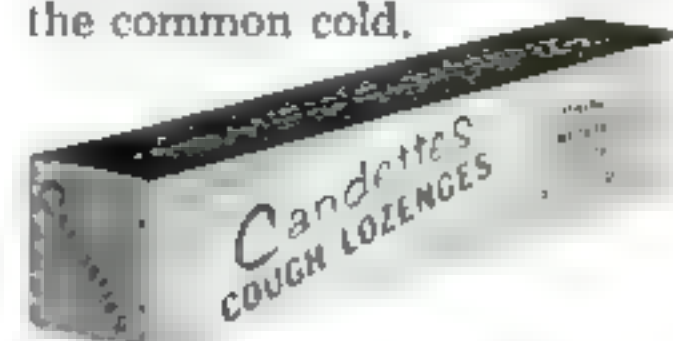
CANDETTES COUGH-JEL is the modern answer to annoying coughs due to the common cold. It's easy to use—simply squeeze the Jel into a teaspoon. No fuss, no mess, no spill. Children love to swap the "medicine taste" of old-fashioned cough liquids for the taste-treat of delicious raspberry flavored CANDETTES COUGH-JEL.

Adults, too, like the CANDETTES COUGH-JEL way of checking coughs. Keep a tube handy in your medicine cabinet, office desk—it is at home wherever you go.



#### **CANDETTES** COLD TABLETS

For relief of nasal congestion, headaches, aches and pains of the common cold.



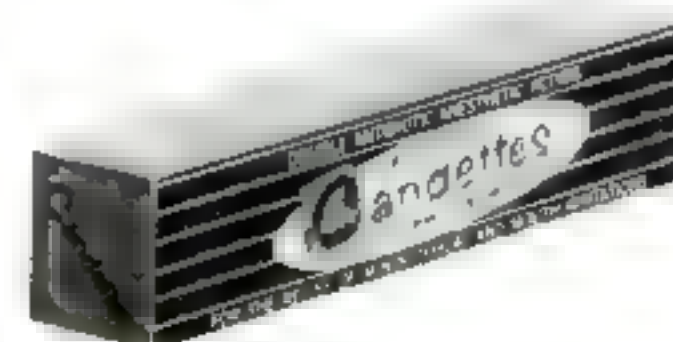
#### **CANDETTES** COUGH LOZENGES

The fast, convenient way to soothing cough relief, at work or play.



#### **CANDETTES** COUGH SYRUP

Quickly clears up nasal stuffiness as it helps relieve cough.



#### **CANDETTES** ANTIBIOTIC TROCHES

For temporary relief of minor sore throats.

*All fine Candettes products are available at your drug store*





*Packed With Pleasure!*

Pleasant touch for a pleasant trip! Year in and year out, Black & White Scotch Whisky is America's favorite, because its quality and character never change.



**"BLACK & WHITE"**  
*The Scotch with Character*

BLENDED SCOTCH WHISKY 86.8 PROOF

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**CHECKING ROCKET'S COURSE**, technicians at Space Technology Laboratories look over data sheets showing Pioneer's velocity, trajectory, location.

### TRIUMPH FROM A 'FAILURE' CONTINUED

of brake for Pioneer and, around it, a package of instruments in a Fiberglas and plastic shell. Together they were 1½ feet long and 29 inches in diameter and weighed 85 pounds, including fuel. Retro-rocket and shell came together at the Space Technology Laboratories in California and there the payload was installed.

The guidance systems of these missiles are so delicate that parts of them are assembled under conditions of almost surgical cleanliness, in a building where the draftsmen are forbidden to use erasers or to tear paper for fear of creating dust that might foul the mechanisms. The instruments in Pioneer's payload seemed doubly delicate because they were so infinitesimal. At first glance they looked as if they lay under a reducing glass. They belonged not to the world of miniaturization but of subminiaturization. Here were transistors as spindly as a water-striding insect, and thermistors (electrical thermometers) literally no bigger than a flea. Scores of such electronic minutiae—plus condensers, resistors, diodes, inductors and the necessary wiring—were fitted into an area that would cramp a match folder. The TV transmitter, weighing only 14 ounces, could fit into half a cigaret carton.

A further wonder is that such devices, seemingly so frail, could actually withstand environmental conditions of high heat, humidity and vacuum and stresses of vibration and acceleration. The little TV transmitter, for example, had been tested on a centrifuge for an acceleration of 30 Gs.

All these instruments, package after package of them, were arranged inside the Fiberglas shell and the shell was brought into perfect dynamic balance by means of counterweights. One last fact will illustrate the amazingly scrupulous attention that the payload received. Since it would be exposed to the harsh sunlight of space, unfiltered by atmospheric haze, it needed a paint that would keep the retro-rocket and instruments from getting too hot or too cold, yet would not absorb electrical energy from the telemetering system. It took scientists eight weeks of experiment to compose the right paint, and their calculations were so finely drawn that the shell would have been painted in a different pattern if lift-off had been on Oct. 12 instead of 11, to allow for a slightly changed angle of sunlight. Furthermore, again depending on the firing date, the heads of the rivets holding the instruments to the shell would be painted or left bare.

(Just before the shell was sealed, a BMD technician saw written inside the rim—almost indecipherably small—someone's personal challenge to the man in the moon: "Katy V. is the most beautiful girl down here, up there, or anywhere else!")

While the components of the missile were being prepared at home, General Schriever's staff and Space Technology scientists were also making preparations in far countries—preparations to track the flight and to receive the data transmitted from space. This required enough ground stations to hold the missile in constant electronic "view," plus a telephone-teletype network connecting them all with the Data Reduction Center at the Space Technology Laboratories. Five stations would suffice if they were widely dispersed. Three of the five were already in operation and needed only additional equipment: Patrick Air Force Base on the east coast of Florida; Westford, Mass.; and Manchester in western

**CONTINUED**



Grandma, did God give you new ears?



Lightweight **Beltone Hearing Glasses** are a miracle-like blessing  
...provide hearing with **BOTH** ears—not just one

Yes, countless thousands who used to suffer from hearing loss now feel almost as if God *has* "given them new ears." Thanks to new perfected Beltone Hearing Glasses, the finest available, they now hear clearly again at natural ear-level, with **BOTH** ears, even if loss is severe.

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Gone is the fret and fear of being conspicuous because of hearing loss. Virtually perfect concealment is now possible because—as shown to the right, in the cutaway picture of Beltone Slimette Hearing Glasses—hearing aid and receiver are hidden inside temple of glasses. Tiny, almost invisible tube carries sound to the ear. Glasses are attractive, lightweight, comfortable.

This new development enables people to enjoy the advantages of higher fidelity hearing with **BOTH** ears—so they may hear *who* is talking . . . *where* sounds come from . . . understand conversation far more easily.

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**America's finest camera!** This is the camera that will prove you're a better picture taker than you think you are.

Hold it . . . heft it. Note how solid and *right* it feels in your hand. You *just know* your pictures are going to be *great* from now on.

Lift it to your eye. Right away you're composing like a "pro." And dialing perfect focus automatically. You're concentrating on the picture . . . not the camera. Thumb the rapid film advance lever. Shoot. Thumb it again. Shoot again. Taking good pictures with the C-44 is as natural as breathing.

Pretty soon you're looking for tough shots. And getting them. You switch from normal to wide-angle or telephoto lens in seconds. The turret viewfinder shows you each shot just as it will look. You are taking better pictures.

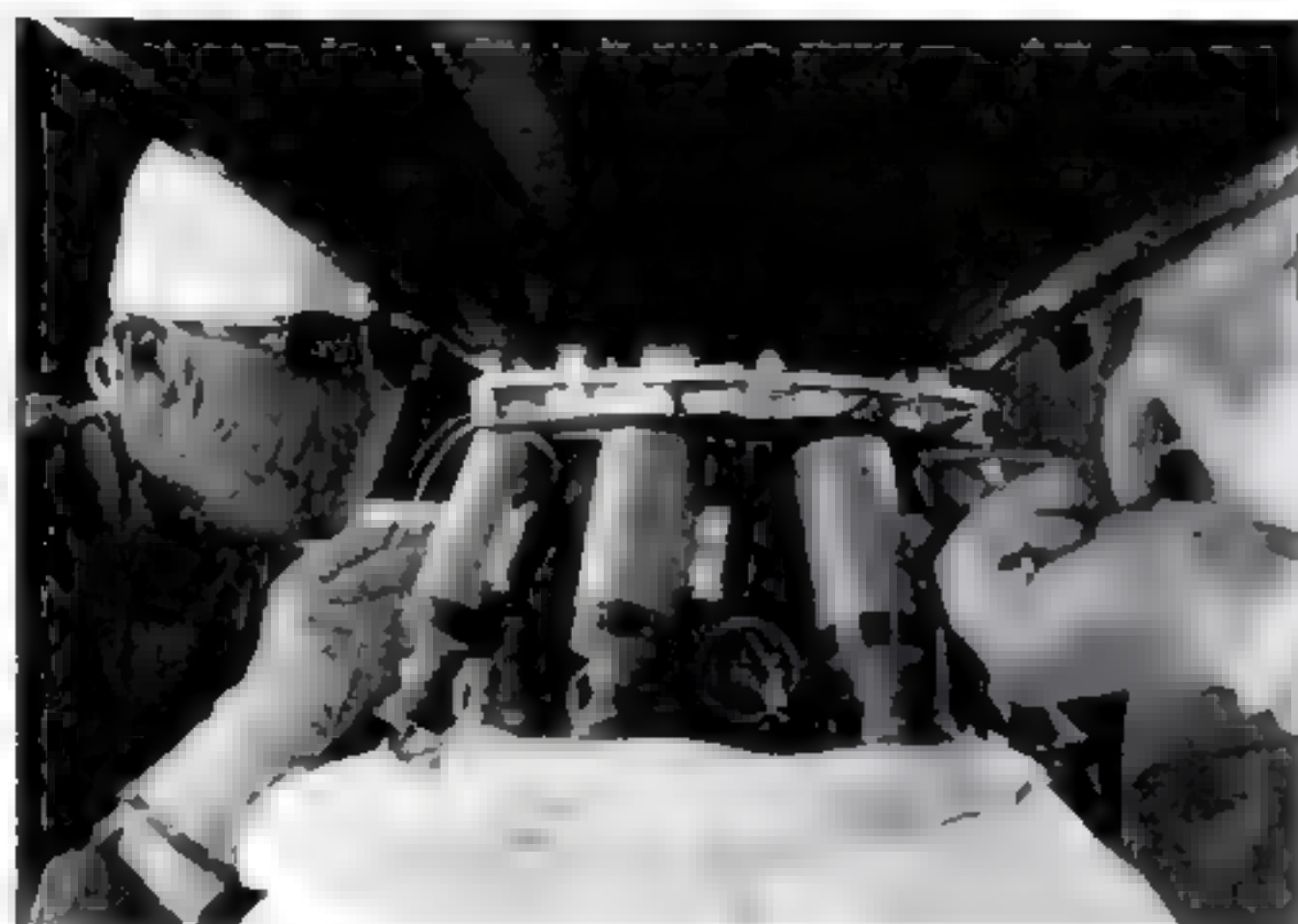
You'd expect all this from America's finest, naturally. But you won't expect the low price. Just \$99.95, camera only, at any Argus dealer's . . . or about \$9.95 down.

This is the camera you'll wish you'd bought long ago.

Why let another day go by?

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**WIRING SMALL ROCKETS** which were to be used to raise Pioneer's velocity at the start of the fourth stage, engineers wear surgical gowns to keep the missile's instrument package (top) from carrying earth's germs to the moon.

## TRIUMPH FROM A 'FAILURE' CONTINUED

England. Not only did the British put at Schriever's disposal Manchester's 250-foot radio-telescope, the world's largest and most sensitive, but they offered him Singapore as a site for the fourth station. He accepted gladly.

Schriever had originally intended erecting the fourth station somewhere in the Philippines, but wherever his technicians ran a test there they found a high electromagnetic noise level. This surprised them; they had expected little or none at all. The explanation surprised them even more. Village after village, it turned out, had its own walkie-talkie or small transmitter, salvaged after the war, and the Filipinos were constantly chatting back and forth.

Ideally the fifth station would be in the vicinity of the Hawaiian Islands, where the electromagnetic noise level is very low. By good luck, a site on Hawaii itself was available.

It remained to obtain the necessary equipment, transport it, install it and get it set. The first six planes flew out in April, carrying 91,000 pounds of antenna from Boston to Hawaii. In June two planes took electronic gear and two helical antennas from Los Angeles to Hawaii. Three other planes took similar equipment from Los Angeles to Manchester and Singapore. By Aug. 1 the network was ready to operate.

Meanwhile, as fast as the missile components became ready they were flown to the Air Force Missile Test Center's launch site at Cape Canaveral, Fla. Ideally, a moon missile should be launched from the equator or within 20° of it to take maximum advantage of the earth's rotation, which would help "flip" it into space. Western New Guinea would be an excellent site, but the problem of getting the necessary equipment there would be almost insoluble, and its "range"—the area which lies under the missile's intended path—is too thickly inhabited for safety. Canaveral is 28° above the equator, 700 miles too far north for theoretically perfect moon shooting. Still, it is well situated for testing ordinary IRBMs and ICBMs, and an excellent range stretches away to the southeast: 5,000 miles of open water, bracketed by islands and station vessels from which observers can track a missile for its entire flight. Schriever's technicians decided Canaveral would do.

The firing time was also dictated by external circumstances, and they were even more inflexible. Because the relative movements of the earth and moon are so complex, with the earth wobbling on its axis, and the moon whirling around it, and because the missile had to be fired at precisely the right moment so that it and the moon would arrive at the same spot 2.6 days later, there were only four days in each lunar month when a moon shot from Canaveral would stand a good chance of success. October's best days would be the 11th and 12th.

For conditions to be just right, the firing could take place only during a 15- to 18-minute period each day. Beginning at M-minute (the first possible minute for firing), conditions would improve for five minutes, reach the fleeting perfect instant, decrease gently for 10 minutes and then steeply thereafter. M-minute was 3:42 a.m. E.S.T. for Oct. 11, and 4:50 a.m. for the 12th. The shot was scheduled for Oct. 11.

General Schriever, a crack golfer, compares the difficulty of aiming the missile with making an uphill putt on a rolling green,

CONTINUED





## First impression: do you make a hit...or miss?

How would *you* be sized up today? Do you *look* your best? You should. Because surer than anything, the day you figure nobody will notice what you wear always turns out to be the day you meet somebody important. Just a little extra time, a little extra care when you dress, and you're ready to *do* your best. You feel confident, sure of yourself. And that's the stuff success is made of.



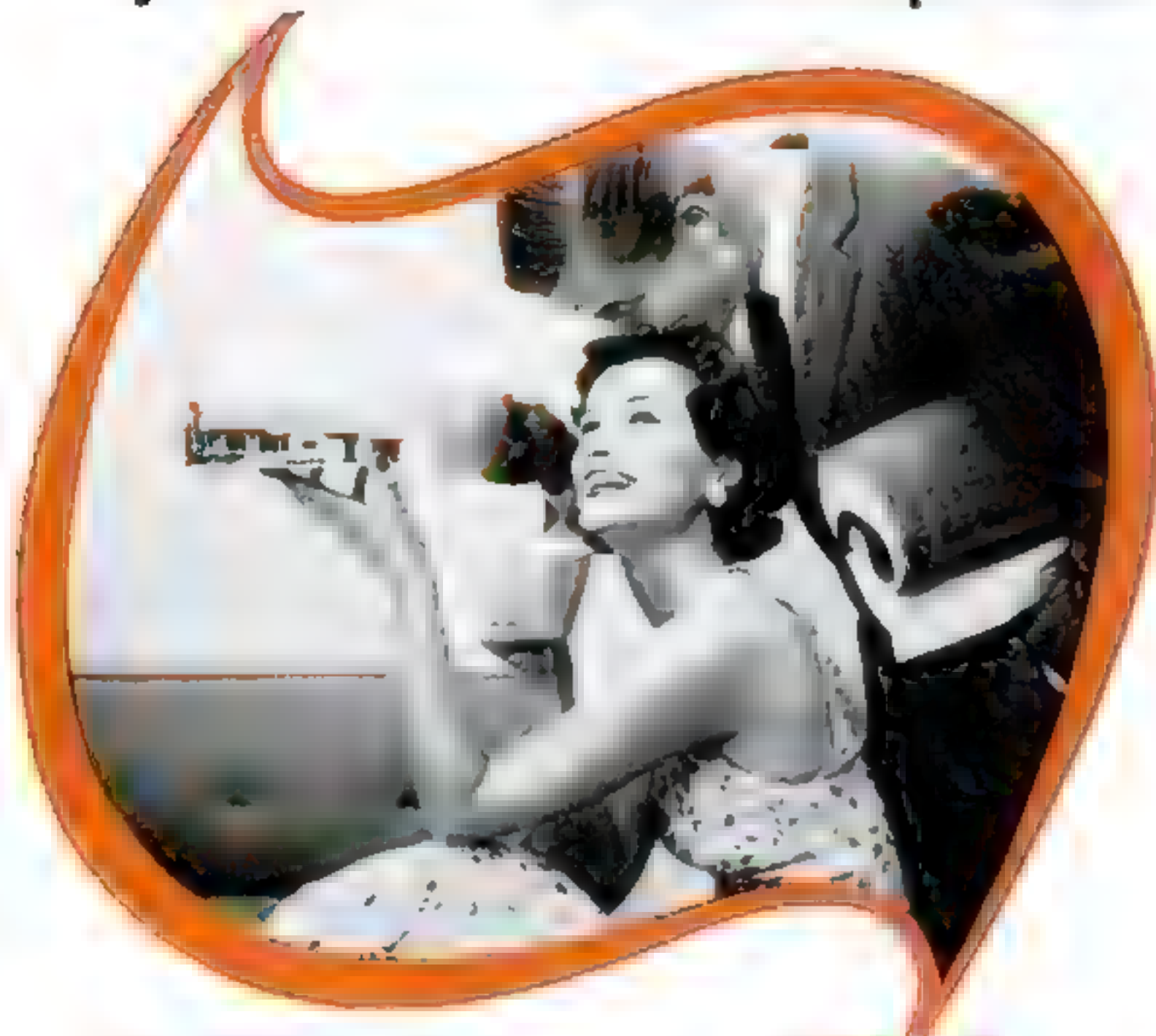
**Dress Right** — when you look your best, you do your best!

For help and advice on how to Dress Right, visit stores that display this American Institute of Men's and Boys' Wear symbol.

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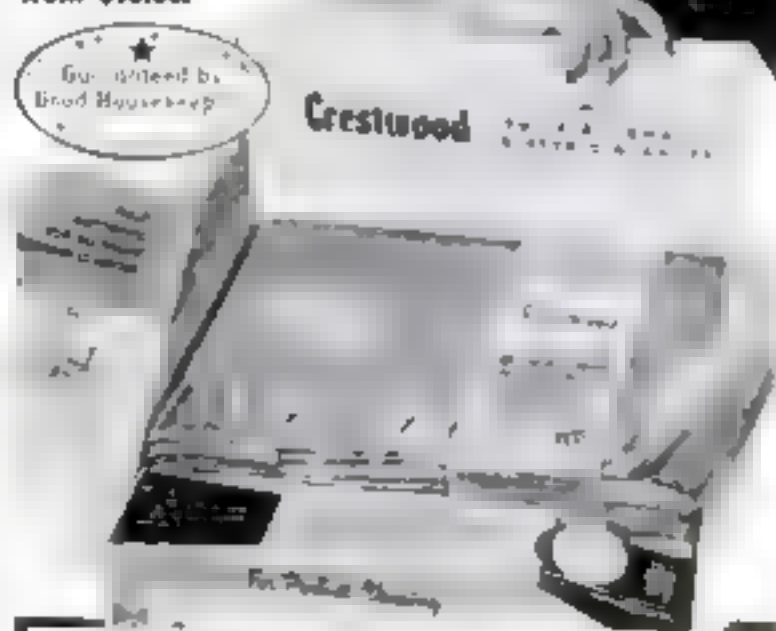
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pour out over launching pad. Liquid oxygen is used to ignite first-stage fuel.

## TRIUMPH FROM A 'FAILURE' CONTINUED

across turf that varies in texture from a doormat's to a billiard  
table's—and with the golfer riding a bicycle. A nongolfer can  
picture himself at a dog track, stationed on the rim of a merry-  
go-round at the center of the infield, and armed with a rock; the  
"rabbit" spins around the track, the merry-go-round spins around  
its pole, and at a designated instant the rider has to throw the  
rock and just graze the rabbit's nose.

Even if both calculation and performance were perfect, a mis-  
sile launched from Canaveral at the best possible instant would  
have about 70 chances in 100 of reaching the moon; fired one  
minute later, it would have 69 chances; 30 minutes later, 30  
chances; 40 minutes later, almost no chance at all. At that, BMD's  
technicians could consider themselves relatively lucky. A moon  
rocket fired from a Russian site would face even stiffer odds be-  
cause it would have to be launched still farther from the equator.

So the components met at Canaveral and were mated, and the  
lunar probe missile became an entity at last. The August dead-  
line was met, but that first missile exploded after 77 seconds of  
flight. This month came the second of the Air Force's three au-  
thorized tries. When Pioneer rose with a deep, earth-shaking roar  
the men in the blockhouse shouted, "Go, Baby! Go! Go!"

"Baby" rose slightly, slowly, gathering speed. Thor's engine  
was gulping hundreds of pounds of fuel per second, and Pioneer be-  
gan to soar. As far as anyone knew, it was flying according to plan.  
Canaveral was teletyping headquarters in California:

LOOKS GOOD LOOKING GOOD STILL GOING LOOKS REAL GOOD

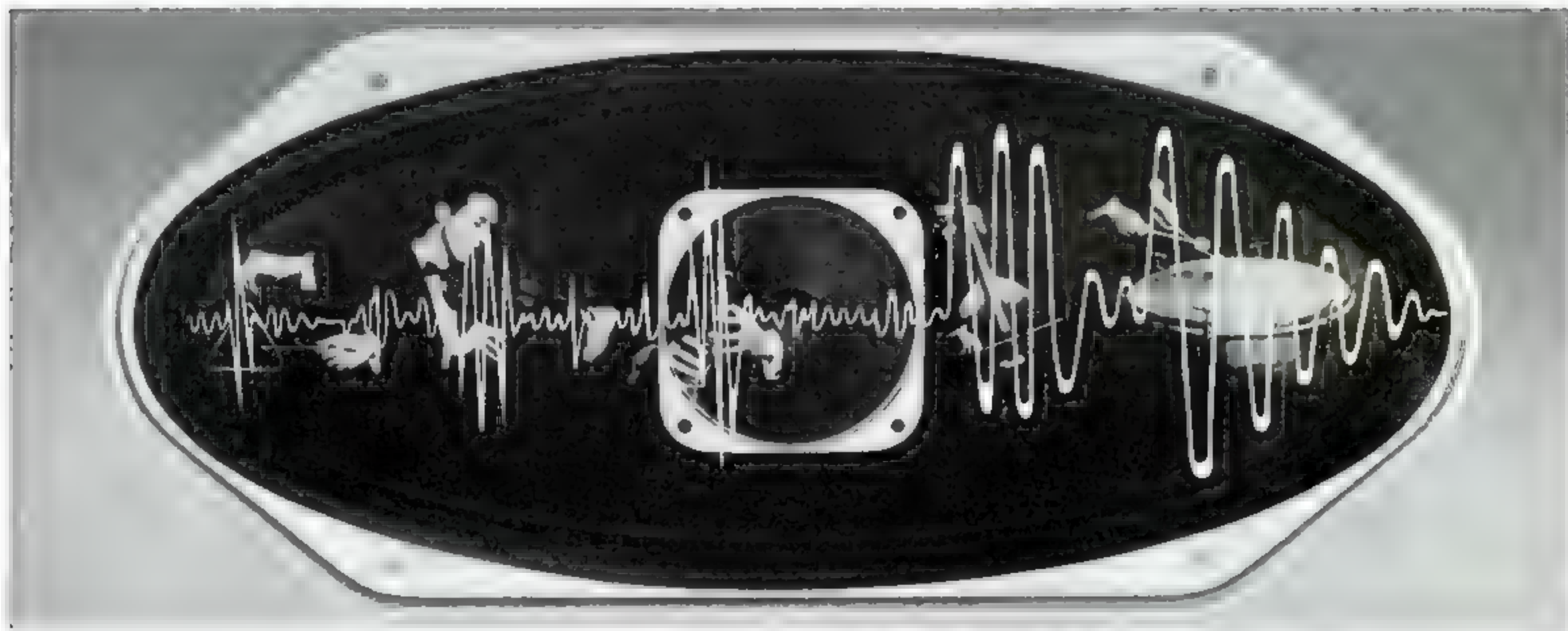
But, in fact, Pioneer had already developed the trifling disability  
that would result in a broken rendezvous and a payload dragged  
back to earth.

The "disability" was not a malfunctioning. No tube or wire  
broke; no valve or circuit jammed. Everything functioned as  
planned and functioned within normal tolerances. The trouble  
was that the tolerances—the tiny variations in performance that  
are allowable in any mechanism—all happened to combine to set  
Pioneer on a trajectory that was a bit too high. In another launch-  
ing these tolerances might cancel themselves out and Pioneer  
would head straight for the moon. Or they could add up to a tra-  
jectory that was too low. In this instance they combined to set  
Pioneer barely off course, and once launched there was no chance  
of correcting it. The guidance system in the standard Thor would  
have corrected it, but it had been removed from Pioneer to save  
weight. The slight change in trajectory made some of Pioneer's  
complicated relays and boosters function at the wrong time, and  
this was fatal. The engine of the second-stage rocket shut down

CONTINUED



# Biggest speaker in TV



General Electric has it! The new 21 x 9-inch Coaxial Speaker System

Hear the living range of television sound . . . because General Electric surrounds a sensitive, high-frequency tweeter with the biggest bass woofer in all TV. No need to turn up the volume to a nerve-shattering roar. It's sound worthy of General Electric's justly famous crystal-clear picture quality.

Easy to enjoy—because the new Electronic Self-Tuner ends fiddling with fine tuning. Brings in sharp picture and faithful sound automatically. And you never have to leave your chair! . . . the new 3-way remote control sets any volume you want, changes channels—even turns the set on and off! All at no extra cost.

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You never heard it so good as you'll hear it at your General Electric dealer's on the new 21 x 9-inch Coaxial speaker system. You get the most advanced of all TV sets and a fine sound system for your record player—for the price of the set alone. General Electric Co., Television Receiver Dept., Syracuse, New York.

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## TRIUMPH FROM A 'FAILURE' CONTINUED

at what would have been the right instant for the planned trajectory, but a few seconds prematurely for the actual trajectory. The third and terminal stages, therefore, were kicked off when Pioneer had a velocity of only 34,400 feet per second instead of the 35,200 fps necessary to reach the moon.

By about 3 p.m. E.S.T. Saturday, the computers in the Data Reduction Center at Hawthorne, Calif. showed that Pioneer was on a course which not only would fail to intersect the moon but would result in an elliptical orbit with an apex of 79,120 miles and a returning course that would intersect the earth. So Pioneer would not reach the moon. But BMD's technicians immediately sought to alter its orbit into one that would at least be scientifically productive during the two-week life of its batteries, i.e., an orbit around the earth. Their only lever was the retro-rocket. To be used properly, its axis had to be correctly oriented toward the earth; to be set off at all, it had to be within electronic view of either the powerful Hawaii or Florida station. Both these conditions would obtain on Sunday morning. Hawaii tried to trigger the retro-rocket but could not. It tried four times; Canaveral tried also. Nothing happened.

The data tapes in Hawthorne, recording conditions inside Pioneer, unfurled the explanation: the temperature within the payload had dropped from an expected 70°F to a scant 36°, a level at which the batteries could no longer make the necessary connections to fire the charge that would ignite the rocket. The paint pattern so precisely calculated for the payload's planned orientation toward the sun was worthless for the deviated orientation.

As a last resort the scientists cut the payload's transmitting duties to a minimum for four hours in the hope that the batteries would recoup. One scientist, waiting for the time to pass, read a space-fiction paperback, *Destination Infinity*.

Another nudged him, "Turn to the last chapter," he said. "That's where the hero always finds the answer. See if you can find one there for us."

There was none. Hawaii tried again and again, uselessly. It could do nothing but track the fall. Its huge antenna turned slowly downward until it hit the stops. At 11:46 p.m. E.S.T. came a last report: "We have lost contact." Minutes later Pioneer's seething fragments, if any, were quenched in the Pacific, somewhere north of Easter Island.

General Schriever's officers and engineers and Louis Dunn's scientists were not downhearted or even disappointed. They had known the odds against them long before the test conductor pushed the button that brought Pioneer to fiery life. It had been a short life but a rewarding one: Pioneer had proved much and taught much. Its flight into space had been the farthest yet. Another Pioneer was planned for November. Eventually, they were certain, other rockets would fly past the moon and out toward the stars.



CONGRATULATIONS are extended to STL's Dr. Louis Dunn (right) by Air Force Brig. General O. J. Rutland when Pioneer seemed to rise perfectly.



## New way to treat ATHLETE'S FOOT FAST!

Now you can treat contagious Athlete's Foot infection without touching it! No mess... no drip when you use this handy, new Dab-a-Matic applicator bottle.

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Laboratory tests in test tubes showed Absorbine Jr. killed 100% of Athlete's Foot fungi in less than 5 minutes!

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## Does your child have trouble reading?

To read with ease, a child must read with understanding. But all too often, children fail to read well for the simple reason that they don't know the meaning or recognize the spelling of the printed words they see.

You can correct this, and help your child now and for years to come, by encouraging the use of a dictionary at home... not an adult dictionary, but one compiled especially for children's needs. Ask at your department, book, or stationery store for Webster's Elementary Dictionary, the first ever written specifically for children in the fourth, fifth, sixth, and seventh grades. It is the only dictionary based on actual usage of the words found in books and magazines for elementary-school children. Insist on a genuine Merriam-Webster. G. & C. Merriam Co., Springfield 2, Massachusetts.



# Your car makes any map a Magic Circle

TAKE THE MAP AT THE RIGHT, showing the Magic Circle of the lower Hudson Valley. It's full of free-wheeling, high-spirited fun along any road you drive.

And take *your* area. Starting with a map and your car keys, you'll find the same kind of fun surrounding you.



1. What can beat a family picnic? . . . This secluded spot is one of hundreds along the Hudson, and there's one just as relaxing anywhere you happen to be driving.



2. Viewing the valley from Monument Walk at West Point, you see the sheer magnificence of the countryside. This is why New

Yorkers make the drive again and again, and why any place on your map is a place to go—whether you've "already been there" or not.



3. Family history lessons are another reward of exploring. On any map you'll find bits of history like this—the 17th century kitchen at Philipse Castle, in North Tarrytown.



4. The new Tappan Zee Bridge near Nyack is fairly typical of the new road-building programs everywhere—making it ever easier to find the fun in your Magic Circle.

Take a pencil and map out your own Magic Circle. When you explore it, you take advantage of the best investment in fun you ever made—your car. So start driving—start really *living*—next chance you get.

IT'S FUN TO EXPLORE YOUR MAGIC CIRCLE



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Manufacturers of "Ethyl" antiknock compounds . . . used by oil companies everywhere to improve their gasolines and your driving pleasure





# Go FORD-ward



## NEW FORD PICKUPS FOR '59

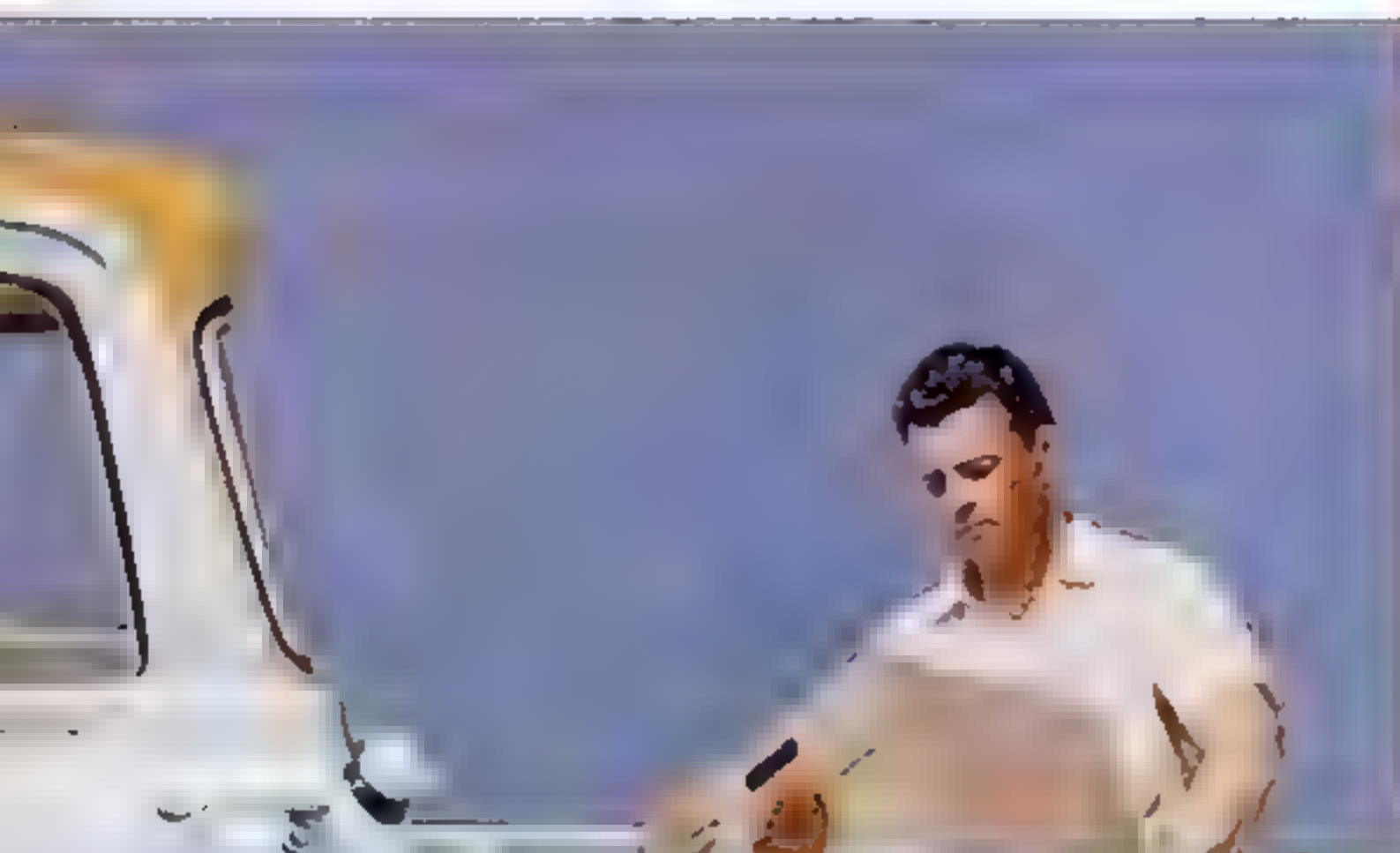
The "buy-word" for '59 is *Ford-ward*! Ford trucks for 1959 offer new proof that you're really ahead when you go *Ford-ward* . . . for savings, style, and durability.

For example, Ford's four-wheel drive pickup is brand new this year. And everywhere you'll find new features that lower your costs and increase driving comfort. Features like Ford's rugged Short Stroke Six with its proven gas economy . . . a wider choice of transmissions including Ford's new Heavy Duty Cruise-O-Matic in F-250 and F-350 models, and all Parcel Delivery models. And there's new cab convenience, plus the smoothest ride of any pickup.

Then, too, behind every '59 Ford truck there's the industry's best durability record. A study of ten million trucks proves Ford trucks last longer! Call your Ford Dealer . . . and go *Ford-ward* for savings!

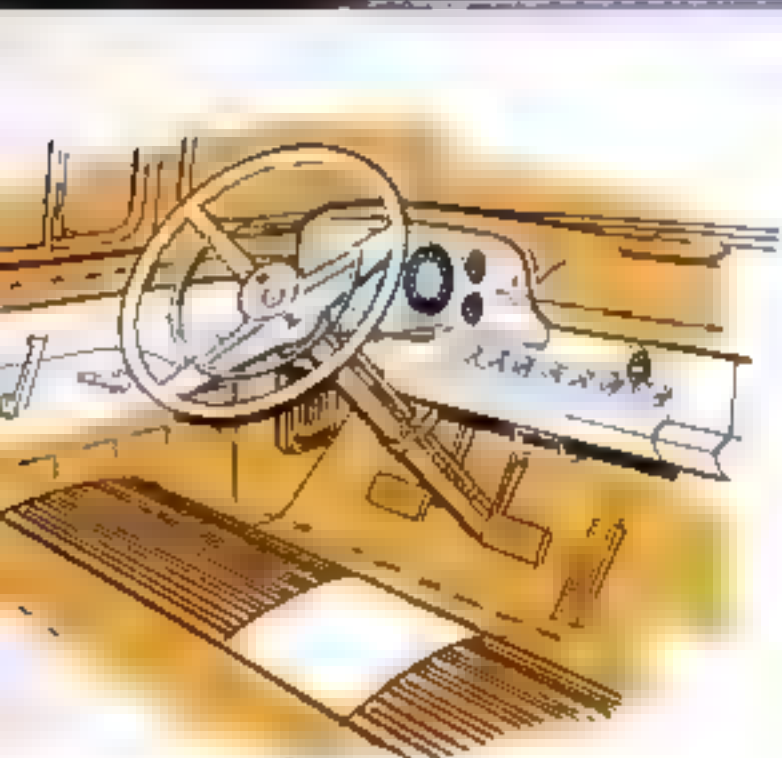


# for style...and savings



**New Custom Ranchero!** Here's the pickup that changed America's ideas about trucks. This husky workhorse handles half-ton loads

like a breeze, hauls more than many standard pickups; yet it's a high-stepping show horse with passenger-car ride and handling ease!



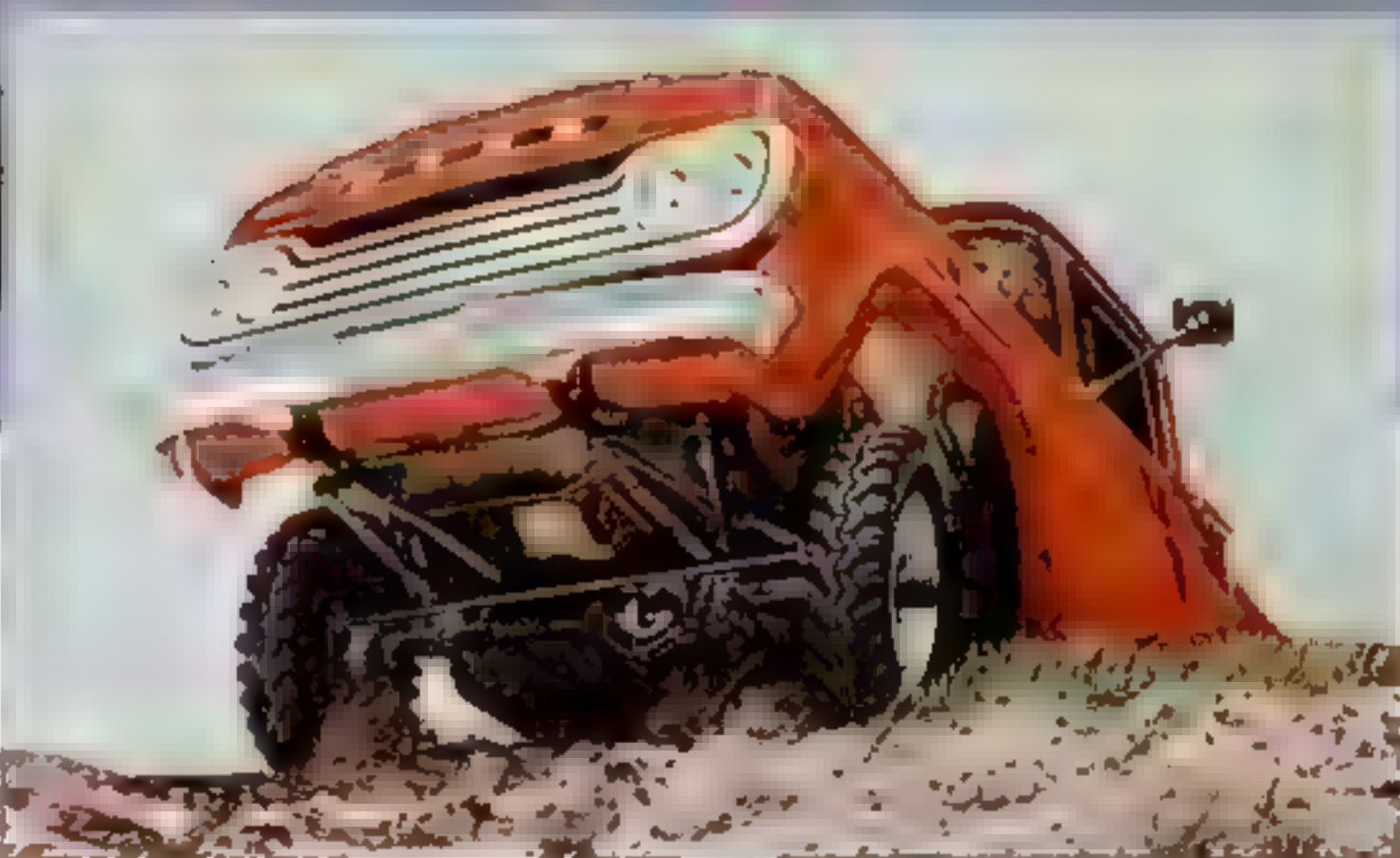
**New Styleside Pickup!** From the handsome new grille and heavier new front bumper, to husky wrap-around rear body corners, this Ford is built to take it. Cab-wide box holds 23% more than any conventional pickup box. Choice of 6'-2", 8- or 9-ft. boxes. Available in Styleside or Flareside models, Short Stroke Six or V-8 engines.

**NEW** styling is functional as well as handsome. Wrap-around front bumper is stronger, offers better fender protection.

**NEW** nylon-saran seat fabrics wear up to twice as long!

**NEW** gas savings—Ford's Short Stroke Six with new economy carburetor stretches gas mileage.

**NEW** Heavy Duty Cruise-O-Matic transmission for F-250, F-350 and all Parcel Delivery models has two ranges for top performance, economy.



**New 4-Wheel Drive Pickups!** For the first time— $\frac{1}{2}$ -ton and  $\frac{3}{4}$ -ton trucks with Ford-built 4-wheel drive at Ford's low prices! They'll take you

most anywhere you want to go—through mucky bottomland, over soft sand, even up 60% grades! Available about December 1st, 1958.

Every Ford has SAFETY GLASS in every window

## FORD TRUCKS COST LESS

less to own... less to run... last longer, too!





Tonight...make your guests a party to the magic of **Hiram Walker's** Cordials



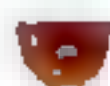
**SIDE CAR** 1 oz. fresh lemon juice • 1 oz. Hiram Walker Triple Sec • 1 oz. brandy • Shake well with ice. Rub edge of cocktail glass with half lemon, then dip in powdered sugar. Strain and serve.



**SINGAPORE SLING** 1 oz. Hiram Walker Sloe Gin • 2 oz. Hiram Walker Gin • 1 oz. Hiram Walker Cherry Flavored Brandy • 1 oz. lemon juice • 1 tsp. powdered sugar • Shake with cracked ice; pour without straining into 12 oz. glass. Fill with seltzer; decorate with orange or pineapple.



**GRASSHOPPER** 1 oz. Hiram Walker white Creme de Cacao • 1 oz. Hiram Walker green Creme de Menthe • 1 oz. light cream • Shake with ice and then strain into chilled cocktail glass and serve.



**STINGER** ¾ oz. Hiram Walker white Creme de Menthe • 1¼ oz. brandy • Shake with cracked ice and strain into 3 oz. cocktail glass.



**ALEXANDER** 1 oz. Hiram Walker brown Creme de Cacao • 1 oz. Hiram Walker Gin • 1 oz. fresh cream • Shake well with cracked ice, strain into cocktail glass. Top with nutmeg.



**BLACK PEPPER** ½ oz. Hiram Walker Peppermint Schnapps • 1 oz. Hiram Walker Blackberry Flavored Brandy • Pour into cordial glass. No icing or stirring needed.

Brown and white Creme de Cacao, Creme de Menthe, Peppermint Schnapps, 60 proof; Sloe Gin, Cherry and Blackberry Flavored Brandy 70 proof; Triple Sec, 80 proof; Hiram Walker's Gin, London Dry. Distilled from 100% American Grain. 90 proof. Hiram Walker and Sons, Inc., Peoria, Ill.

For sheer versatility, smart hostesses know that nothing measures up to Hiram Walker's Cordials. Add to this their superb character, their remarkable flavors . . . and you'll recognize the leading role they can play in your own entertaining. Serve them in a refreshing variety of ways — both before and after dinner. And be prepared for the nicest compliments.

**HIRAM WALKER'S**  
**CORDIALS**  
 A Rainbow of Distinctive Flavors





IN GARDEN of his two-story bungalow in the Soviet writers' suburb of Peredelkino near Moscow, Boris Pasternak rests on his hoe. The garden is a shaggy profusion of flowers mixed with vegetables. He is mainly interested in the flowers, trees and berries, lets his wife take care of the vegetables.

## A Brave, Defiant Russian Writer

The hale old Russian above, digging in the garden of his suburban *dacha* 15 miles by trolley from Moscow, is a novelist whose best-seller—*Doctor Zhivago* (Pantheon)—has never been printed in his native Russia. In fact it is a minor miracle that Boris Leonidovich Pasternak has been left free to dig in his garden. His remarkable novel, critical of totalitarianism, contains such heresies as "I don't know a movement more self-centered and further removed from the facts than Marxism," and strongly asserts the dignity of the individual. In Western lands *Doctor Zhivago* has been called a masterpiece.

Pasternak is an eminent poet who has translated Shakespeare and Goethe into Russian. His *Doctor Zhivago* is an absorbing epic whose hero goes through the revolution, hopefully at first and then with increasing disillusion. In the post-Stalin "writer's thaw" of 1956 Pasternak was allowed to submit the book to an Italian publisher. When Soviet officials tardily found out what it was about, they asked the publisher to send it back "for revision." Though a Communist, he refused. The book was published, translated into 12 languages and hailed as "one of the most significant literary events of our time."



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its 5 stages\*

and relieves  
these symptoms:

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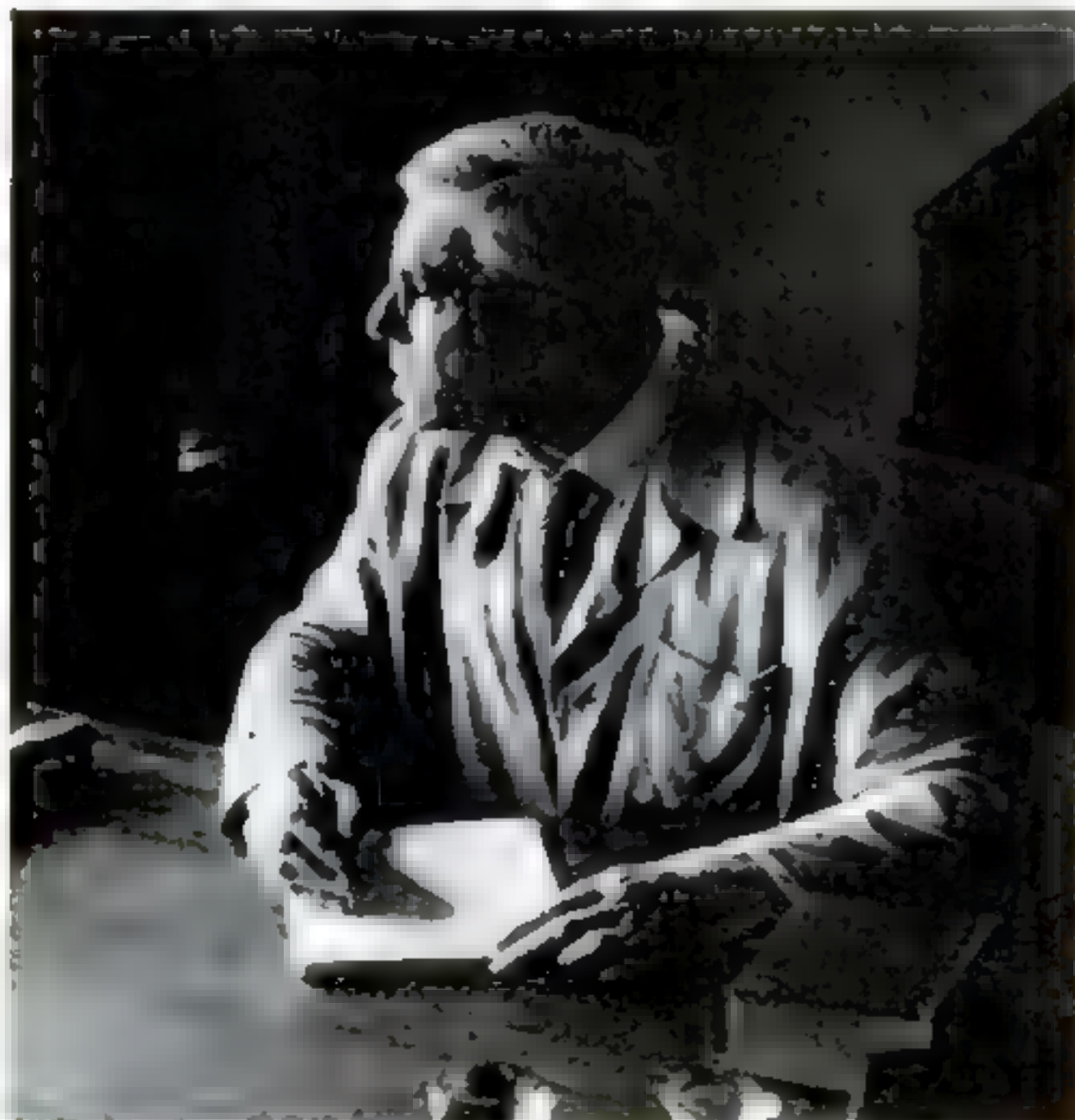
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feelable relief in minutes

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WITH HIS WIFE Zinaida, the author plays with dog Mischka. They have three sons. One is a promising pianist, one an engineer, one a physics student.



IN WRITING MOOD Pasternak gazes out study window. He regrets fuss over book's inflammatory passages, claiming "it is not a political pamphlet."

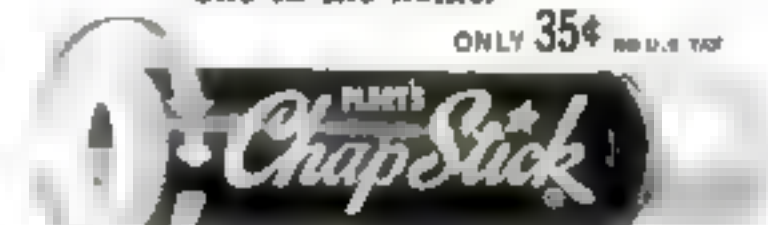


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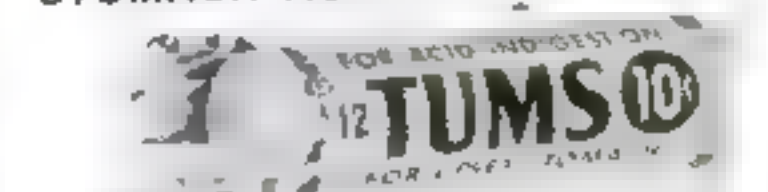
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CONTINUED





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## DEFIANT RUSSIAN CONTINUED

# 'I BELIEVE IN FATE'

Boris Pasternak has been in trouble almost all his working life for "escapism," "bourgeois tendencies," "decadent formalism." But as a brilliant translator he somehow made a reputation and a living. Soviet officials must have gulped at reading such statements in *Doctor Zhivago* as: "I think that collectivization was an . . . unsuccessful measure. . . . To conceal the failure people had to be cured, by every means of terrorism, of the habit of thinking and judging for themselves, and forced to see what didn't exist, to assert the very opposite of what their eyes told them." But to date Pasternak remains at peace, protected perhaps by his very fame, perhaps (to paraphrase his book) by the "irresistible force of unarmed truth." Last week Photographer Jerry Cooke told of his visit to Pasternak:

"I didn't tell anyone I was going out there. I just took the electric train, walked a few kilometers and finally found a man digging trenches in a garden. I asked him if he could tell me where I could find Pasternak. He smiled and said, 'You found him.'"

"I had brought him an American copy of his book, which he'd never seen, and he was pleased. As for publication in Russia, he thought not. 'Even if it wins prizes?' He shrugged—'we have our own prizes.' But he said eagerly, 'Do you think Hemingway and Faulkner will read it?'"

"He works two hours in the morning, dusts his own room, gardens, works another two hours. But he is not writing—I have enough to do answering these.' He pointed to drawers full of fan mail from all over the world. I asked him why he decided to publish *Zhivago*."

"I don't believe in making decisions," he said. "I let events make the decisions for me. I believe in Kismet, in fate. I find if I let events slide along everything usually works out all right. The book? I think it will all work out for the best." When I said that sounded somewhat like Yuri Zhivago himself, he smiled and answered, "I agree."



CRAGGY LOOKS that once gave Pasternak reputation as lady-killer remain with him at 68. He loves to talk—in Russian, German, French or English.



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QUALITY THAT'S OUT OF THIS WORLD!

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**FREE!** Mary Blake's booklet, “Perfect Pies.” 18 wonderfully different recipes. Write to Mary Blake, Carnation Co., Dept. LM-108, Los Angeles 19, Calif.

### RECIPE: CARNATION'S FAMOUS PUMPKIN PIE

(Makes 9-inch single crust pie)

- 1 cup granulated sugar
- ½ teaspoon salt
- 1½ teaspoons cinnamon
- ½ teaspoon nutmeg
- ½ teaspoon ginger
- ½ teaspoon allspice
- ½ teaspoon cloves
- 1½ cups canned pumpkin
- 1½ cups (large can) undiluted CARNATION EVAPORATED MILK
- 2 eggs
- 9-inch single crust unbaked pie shell



Mix filling ingredients until smooth. Pour filling into unbaked pie shell. Bake in hot oven (425°F.) 15 minutes.



Lower temperature to moderate (350°F.) and continue baking about 35 minutes or until custard is firm.

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# She used to think she couldn't spare time for the news

*Spare time—with a new baby in the house! Hardly!  
So many new things to learn, so many new things to  
discover about one tiny bit of humanity that there  
doesn't seem time to catch up on the rest.*

My diaper-decorated world kept me too busy for words . . . until LIFE's eloquent words and pictures brought the outside world in.

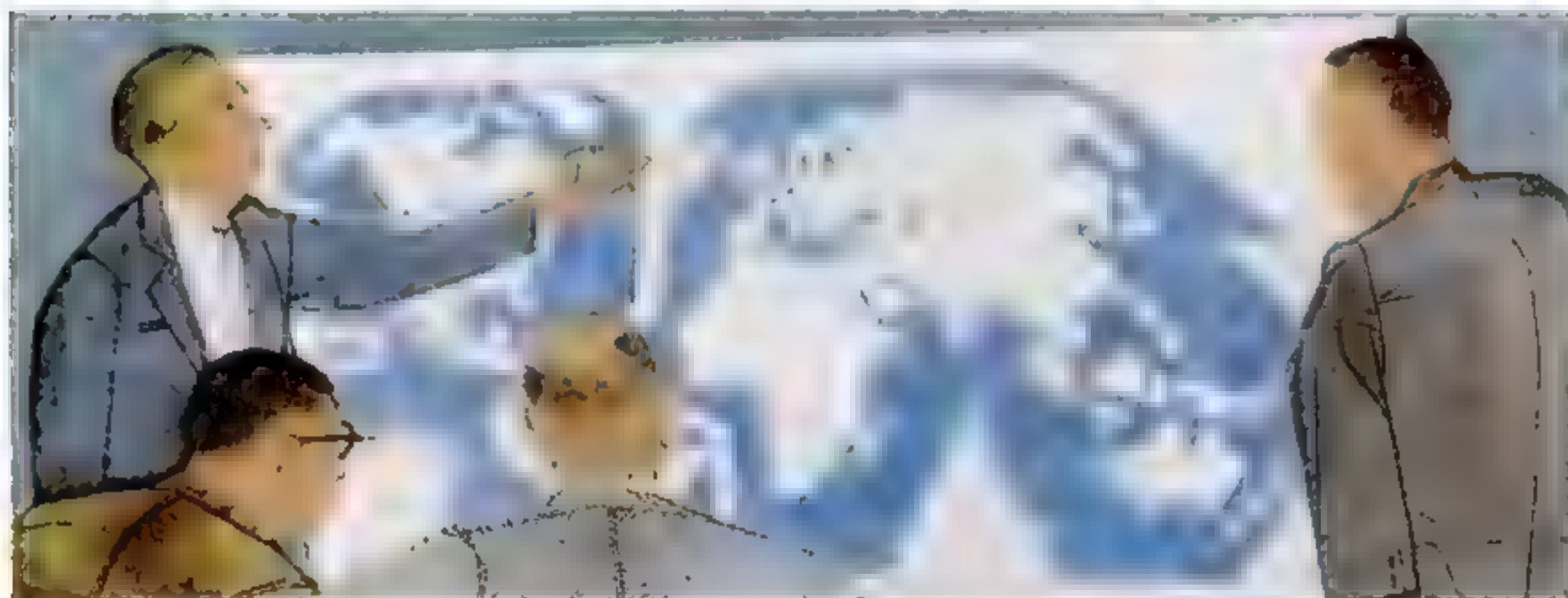
LIFE gets the essence of events across faster and clearer than anything else. Today's happenings affect my child's happiness now and in the future. And LIFE really brings this home—shows you how today's satellite race could be tomorrow's trip to Mars . . . or traces the stormy course of integration in the South.

LIFE shows you the lighter side of the news, too. Take the series on life in tomorrow's world. I was pretty jealous of my future daughter-in-law when I saw LIFE's picture of an electronic vacuum cleaner that searches out the dirt and cleans all by itself. I could hardly believe the prototype had already been made.

Then there are LIFE's close-ups of people who *make* news—from John Kennedy to Jean Kerr. It's fun to see how similar their lives are to ours—relaxing, gardening, bringing up children. And how different they are as they go about writing or politicking.

And no matter how busy you are with babies or baseball or business, LIFE's pictures get the news across.

No wonder everywhere you go, people are talking about some article they've read in LIFE.



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To add to its own picture news coverage, LIFE makes use of world-wide sources, such as AP, UPI and many individuals—expert and casual eyewitnesses. There's practically nothing that happens in the world—or over it—that doesn't come to life for you in LIFE.

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understanding . . . so swiftly, so surely







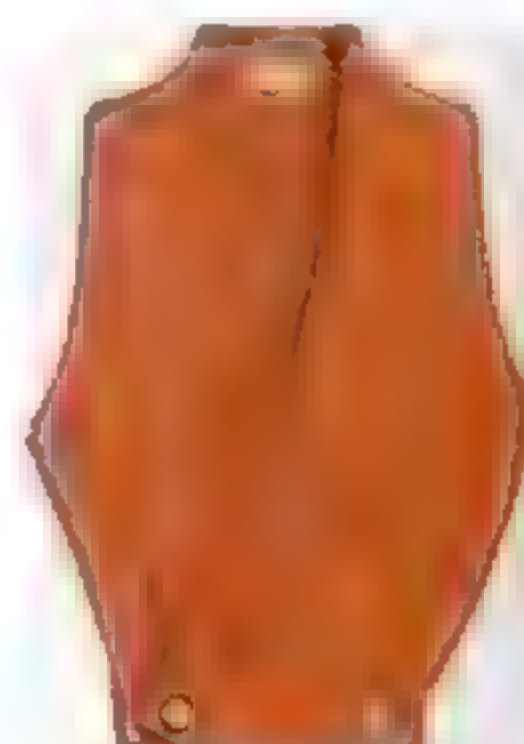
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**LOVELY ONLOOKER,** Mrs. Samuel Lortz, awaits the queen's appearance at the Veiled Prophet Ball. Mrs. Lortz's husband is the vice president of the Fouke Fur Company. Her sister-in-law, Ann Lortz, was one of the queen's 50 debutante maids of honor.

## An Elegant Occasion

### ST. LOUIS ENJOYS THE RITUAL AND GLITTER OF VEILED PROPHET BALL

In the Kiel auditorium in St. Louis, an elegant hand, graced with long kid gloves and a sapphire and diamond bracelet, raised mother-of-pearl opera glasses. All through the auditorium silk and satin gowns rustled into silence and the voices of the crowd hushed. At this moment, amid the glitter of the city's biggest society function, the Queen of the Veiled Prophet ball was making her entrance.

As 10,000 watched, the queen, Carolyn Niedringhaus, came down into the arena where an enthroned

"veiled prophet" waited to crown her. The prophet was chosen, as was 18-year-old Carolyn, by a secret society of St. Louis businessmen who, since 1878, have been giving the city a rich yearly pageant that marks the opening of the social season.

After the crowning, the queen, who promised not to marry during her year's reign, and 2,000 select guests attended a champagne and Cornish hen dinner dance. Next night the whole city cheered her in a fabulous parade that topped the best coronation yet.





IN PARADE before 500,000 G. A. P. girls on a float with other special forces of honor

PEEKING PAGES: Girl behind curtains back stage trying to get a peek at their new queen



VEILED PROPHET enters auditorium to crown the queen. His identity is never revealed to public



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Enjoy the "DU PONT SHOW OF THE MONTH" on CBS-TV.



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## A REALLY HOT HORSE

This steaming trotter is a hot horse in more ways than one. A five-year-old gelding named Betsy Boy, he had just won a mile race at Rockingham Park in Salem, N.H. Autumn had come to New Hampshire and the evening was crisp and clear. As Betsy Boy approached the

winners' circle with his owner-driver William Crawford, he reared up and shook himself. The vapor from his overheated body condensed as it came into contact with the cold air—the way a man's breath does on a frosty morning—and it looked as if the hot horse were on fire.



Roundly applauded by the Met's first-nighters



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IMPORTED CANADIAN



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The curtain falls. The audience surges into the aisles. Time now for celebration – with the whisky that by international agreement is the world's festive spirit. Canada's finest and the favorite of millions, V.O. is brilliant, harmonic and superbly polished...with a rare, authentic, inner glow of truly magnificent whisky.

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His reason? Best in the world.  
He knows for a fact that only  
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